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The Fifth Estate

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Broadcasting Oct 9

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58th Year 1989

AT LARGE WITH AL SIKES
New broom at the FCC

SPECIAL REPORT
Programing/89

Vol. 117 No. 15

Broadcasting Oct 9

Sikes strategy... In this "At Large" interview, new FCC Chairman Alfred Sikes details long-term goals for Fifth Estate. Principal among them: bringing competition to cable, possibly via telephone companies. **PAGE 35.**

L-r: BROADCASTING managing editor Don West; FCC spokeswoman Sally Lawrence; Harry Jessell, BROADCASTING assistant managing editor, and Leonard Zeidenberg, chief correspondent, with Sikes

Closing in... NBC wins second week of new season, but margin of victory over second-place ABC is dwindling. **PAGE 38.**

State of the art: Programing/89... In this special programing report: New season brings higher network shares than anticipated. **PAGE 43.** Fox's new shows bring some surprises. **PAGE 46.** Resurgence of Bugs Bunny and friends helps push ABC to top in Saturday morning. **PAGE 48.** With its mix of soap operas and game shows, CBS remains top-ranked network in daytime. **PAGE 49.** Venue of advertiser-produced programing may even expand to prime time series. **PAGE 50.** Short-form programing continues to dominate over-the-air TV. **PAGE 54.**

39/ ***JESSE JACKSON TV***
Warner Bros. announces proposal for one-hour TV talk show with Rev. Jesse Jackson.

42/ ***NO BOUNDARIES***
European Community approves "TV Without Frontiers" media plan that will greatly simplify cross-border satellite broadcasting.

40/ ***LEADING FORMATS***
Just-released summer Arbitron ratings show AC format gaining ground in New York and Los Angeles.

62/ ***MIPCOM MARKET***
MIPCOM gets under way in Cannes, France, this week, with sizable increases in number of program buyers attending.

63/ ***AVOIDING COLLISION***
First ITU-sponsored conference encourages national and international regulatory agencies to jointly foster innovations in communications technologies.

67/ ***BEING FLEXIBLE***
National Public Radio board resolves to offer member stations more programing options.

66/ ***AM PROGRAMING***
BROADCASTING's ongoing series on AM radio examines broadcasters' efforts to keep listeners tuned to AM band.

69/ ***FED EX AD BAN***
Federal Express boycotts ABC and affiliates in response to *20/20* story.

74/ ***'CABLE CARES'***
Daniels & Associates Chairman Bill Daniels tells Atlantic Cable Show of study tracking economic benefits of industry.

78/***USA MOVIE PACKAGE***
USA Network purchase of film package from Disney includes right to show movies before they become available to over-the-air TV stations in syndication.

L-r: David Kenin, Sr. VP of programing, USA Network; Kay Koplovitz, president and CEO, USA Network, and Robert Jacquemin, president, Buena Vista Television

81/ ***INCLUDING FAIRNESS***
House keeps fairness doctrine in budget reconciliation bill.

82/ ***TVRO BILL***
Senator Al Gore introduces home satellite legislation.

103/ ***SELLING RADIO***
According to Radio Advertising Bureau's Warren Potash, radio is "reach and frequency medium. You give it time, and there is no telling what you can do in this business."

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BY THE NUMBERS 1

ABC's *Roseanne* (at right) pulled into first place for Week 2, which ended Oct. 1, scoring a 27.0 rating and a 42 share. NBC's *Cosby Show* dropped back to second when it brought in a 25.1/43. Only three-tenths of a rating point separate the two first-place contenders, according to Nielsen's season-to-date figures. NBC won the entire week with a 14.6/24.9. ABC came in second with a 13.4/22.7, followed by CBS's 12.9/21.8. Last season NBC won Week 2 with a 17.5/29.8, beating ABC's 12.3/20.6 and CBS's 11.2/18.6.

CBS's top show over this season's two weeks is *Murder, She Wrote*, with an STD average of 21.4/34. The show ranked sixth again, this time pulling in a 22.1/35. Week 2 for last season was NBC's big summer Olympics week, when the network broadcast the games on all seven nights.

In the evening news race, CBS won with a 9.7/20 over ABC's 9.6/20 and NBC's 9.3/20. Last season, the comparable figures put ABC on top with a 10/20, followed by CBS's 9.8/20 and NBC's 9.8/21.

CBS's Monday programing failed to win the

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 2 □ Sept. 25–Oct. 1

Rank/rating		Network	Show
1	▲ 27.0/42	A	*Roseanne*
2	▼ 25.1/43	N	*Cosby Show*
3	24.3/39	N	*Cheers*
4	■ 23.4/38	N	*Different World*
5	▼ 22.4/40	N	*Golden Girls*
6	22.1/35	C	*Murder, She Wrote*
7	■ 21.4/38	N	*Empty Next*
8	20.4/32	A	*Living Dolls, special*
9	■ 20.3/33	N	*Dear John*
10	▲ 20.2/36	C	*60 Minutes*
11	▲ 19.6/31	A	*Chicken Soup*
12	▼ 19.0/31	A	*Who's the Boss?*
13	18.6/32	A	*Barbara Walters Special*
13	▲ 18.6/32	A	*Growing Pains*
15	■ 18.0/29	A	*Head of the Class*
16	▲ 17.1/29	A	*NFL Monday Night Football*
17	16.8/32	N	*Super Bloopers and Jokes*
17	▼ 16.8/28	N	*Unsolved Mysteries*
19	▼ 16.5/27	N	*Matlock*
19	■ 16.5/26	N	*Night Court*
21	16.3/27	C	*CBS Sunday Movie*
22	▲ 16.1/27	A	*ABC Sunday Movie*
22	■ 16.1/29	C	*Knots Landing*
22	▼ 16.1/26	N	*NBC Monday Movie*
25	▼ 15.9/24	C	*Murphy Brown*
26	▼ 15.8/25	C	*Major Dad*
27	▲ 15.6/25	A	*Doogie Howser, M.D.*
28	▲ 15.5/25	C	*Jake and the Fatman*
29	15.3/27	N	*Hardball, 2d preview*
30	▼ 15.0/29	A	*Full House*
31	▼ 14.6/23	C	*Designing Women*
32	▲ 14.5/23	N	*ALF*
32	▲ 14.5/22	N	*Hogan Family*
34	▼ 14.1/21	C	*Famous Teddy Z*
35	▼ 13.9/26	N	*Amen*
35	▼ 13.9/25	A	*China Beach*
37	▼ 13.4/21	C	*People Next Door*
38	▲ 13.3/25	A	*20/20*
39	■ 13.2/21	A	*Anything but Love*
40	■ 13.0/21	N	*NBC Sunday Movie*
41	▼ 12.8/24	A	*Family Matters*
41	▼ 12.8/23	A	*Perfect Strangers*
43	12.7/21	N	*Midnight Caller*
43	▼ 12.7/20	N	*Nutt House*
45	▼ 12.6/23	N	*NBC Friday Movie*
45	▲ 12.6/23	C	*Wiseguy*
47	■ 12.5/22	A	*Just the Ten of Us*
48	▼ 12.4/22	C	*Newhart*
49	▼ 12.3/22	C	*Dallas*
49	▲ 12.3/19	F	*Married...With Children*
51	▲ 11.8/19	C	*Rescue: 911*
52	▲ 11.7/19	A	*MacGyver*
53	▼ 11.2/22	N	*227*
54	▼ 11.1/19	C	*Island Son*
55	▼ 10.9/17	N	*My Two Dads*
56	▼ 10.8/17	A	*Young Riders*
57	▼ 10.7/20	N	*Baywatch*
57	■ 10.7/20	C	*Falcon Crest*
57	▼ 10.7/17	C	*Top of the Hill*
60	▼ 10.5/17	C	*48 Hours*
61	▲ 10.4/16	C	*Wolf*
62	▲ 9.5/16	F	*America's Most Wanted*
62	9.5/17	N	*Quantum Leap*
62	9.5/15	F	*Totally Hidden Video*
65	▼ 9.4/16	C	*Peaceable Kingdom*
66	▲ 9.2/15	A	*Mission: Impossible*
67	▼ 9.1/17	C	*Snoops*
68	▼ 8.9/17	C	*Paradise*
69	▼ 8.7/14	N	*Sister Kate*
70	▼ 8.6/14	A	*Free Spirit*
70	▼ 8.6/15	A	*Life Goes On*
72	■ 8.3/16	A	*Living Dolls*
72	▼ 8.3/15	A	*PrimeTime Live*
74	▼ 8.1/15	C	*Tour of Duty*
75	▲ 8.0/12	F	*Open House*
76	▼ 7.9/15	C	*Sat. Night with Connie Chung*
77	■ 7.8/14	N	*Magical World of Disney*
78	7.7/14	A	*ABC Mystery Movie*
78	7.7/15	A	*Mr. Belvedere*
80	▼ 7.3/11	A	*Homeroom*
81	▼ 6.4/10	F	*Alien Nation*
82	▼ 5.7/10	F	*Booker*
82	▼ 5.7/11	F	*Cops*
84	▼ 5.6/9	F	*21 Jump Street*
85	▼ 5.0/8	F	*Tracey Ullman Show*
86	▼ 4.7/9	F	*Reporters*
87	3.6/6	F	*Garry Shandling's Show*
88	▼ 3.4/6	F	*Beyond Tomorrow*

Guide to symbols: ▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard * Week ended Sept. 24

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	13.2	230	99
2	Jeopardy! (King World)	12.1	218	98
3	Oprah Winfrey Show (King World)	9.3	215	99
4	Cosby Show (Viacom)	9.0	204	98
5	Wheel of Fortune, wknd. (King World)	8.5	204	91
6	Star Trek (Paramount Domestic TV)	8.2	226	97
7	Current Affair (20th Century Fox TV)	8.1	185	95
8	Entertainment Tonight (Paramount)	8.0	162	95
9	Donahue (Multimedia Entertainment)	6.5	223	99
10	Geraldo! (Paramount)	5.9	195	99
11	Mama's Family, synd. (Warner Bros. Dom. TV)	5.4	170	90
12	Family Feud, synd. (LBS Communications)	4.9	125	86
12	Star Search (Tribune)	4.9	125	86
14	Superboy (Viacom)	4.7	166	91
15	People's Court (Warner Bros. Domestic TV)	4.5	170	91
	The following shows were rated, but not ranked			
	Wrestling Network (Turner Program Services)	7.6	250	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF [2] LPTV	324	1,509	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,867,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 12

night, pulling in a 14.4/22.7 and leaving ABC and NBC tied for firs with 15.6 ratings each. (CBS's Week 1 win was a squeaker, garnered by one-tenth of a rating point over NBC.) For Week 2, all the CBS programs dropped in rank from premiere week. *Murphy Brown* fell to 25th place for Week 2, down from 17th during premiere week. *Major Dad* dropped six positions, from 20th to 26th and scored a 15.8/25. *Designing Women* fell four positions, landing at 31st with a 14.6/23. *Teddy Z* dropped the most in rank, falling from 21 in Week 1 with a 15.9/24 to 34 with a 14.1/24.

ABC won Tuesday with a 20.5/33.4, over NBC's 14.0/23 and CBS's 11.1/17.9. Wednesday also went to ABC (15.5/26.1). NBC pulled in a 13.6/22.8 for the same night, while CBS had a 12.5/21.4.

According to standard operating procedure, NBC won Thursday night, this time with a 20.6/34.6. CBS offered the most competition, posting a 12.4/20.7.

Friday went to ABC's 13.3/24.6, ahead of NBC's 12.0/22. NBC walked away with Saturday night, winning with a 17.9/31.9. CBS took Sunday with an 18.7/30.8.

MarketScope

The Standard & Poor's 400 posted a new 12-month high when it closed last Wednesday, Oct. 4, at 407.04, up 3.34 from the previous week's 393.88 close. For the Stock Index, the week's ratio of advances to delcines stood at 82-28, with 14 stocks unchanged. For the previous seven-day period (ended Sept. 27), advances trailed declines 49-63, with 19 unchanged. Among the six groups tracked on the Index, Broadcasting With Other Major Interests pulled ahead the most, posting 23 gainers, five losers and one unchanged. The Service group had nine advances, two declines and two unchanged.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	548	506	40	07.97	23	9,883
N (CBS) CBS	211	204 7/8	6 1/8	02.99	19	4,985
A (CCU) Clear Channel	11 3/8	11 1/4	1/8	01.11	42	44
A (NTIB) Nortech Media	3 7/8	3 7/8		00.00	-2	139
O (UCOM) Acme Communic.	6 1/2	6 3/4	- 1/4	-03.70	-5	61
O (LINB) LIN	106 3/4	105	1 3/4	01.62	61	5,621
O (OBCOC) Olympia Broadcast	2 1/4	2 1/4		00.00		5
O (OSBN) Osborn Communic.	13 1/2	13 1/2		00.00	8	93
O (OCOMA) Outlet Communic.	27 1/8	27 1/4	- 1/8	-00.45	40	177
A (PR) Price Communic.	6 1/8	6 1/8		00.00	-5	56
O (SACB) Sage Broadcasting	3 1/4	3 3/4	- 1/2	-13.33	-3	12
O (SCRP) Scripps Howard	74	74 1/4	- 1/4	-00.33	38	764
O (SUNNC) SunCoast Inc.	1 5/8	1 5/8		00.00	-2	3
O (TLMD) Telemundo	5 7/8	5 5/8	1/4	04.44		134
O (TVXGC) TVX Broadcast	3 7/8	3 3/4	1/8	03.33		23
O (UTVU) United Television	36 1/2	35 1/8	38	01.03	52	398
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	39 1/2	36 3/4	- 3/4	-02.00	-8	736
N (AFU) American Family	18 1/2	17 1/2	1	05.71	16	1,246
O (ACCMA) Assoc. Communic.	39 3/4	36 5/8	3 1/8	08.77		554
O (BMAC) BMA Corp.	34	33	1	03.03	14	186
N (CCN) Chris-Craft	37 3/4	37 5/8	1/8	00.33	10	307
O (SUCO) Durham Corp.	33 1/2	31 3/4	34	02.36	12	214
N (GCI) Gannett Co.	46	44 5/8	3/8	01.40	15	7,014
O (GACC) Great American	12 1/8	11 3/4	7/8	07.77	4	38
N (JP) Jefferson-Pilot	43 1/8	39 3/8	2 1/8	05.39	14	1,588
N (KRI) Knight-Ridder	54 3/8	52 7/8	1 1/2	02.83	12	2,716
O (LEE) Lee Enterprises	33 3/8	31 3/4	1/8	04.33	15	154
N (LC) Liberty	39 5/8	37 1/8	1 1/2	04.04	21	394
N (MNP) McClatchy	79 3/4	75 1/8	2 5/8	03.62	9	2,814
O (MEDIA) Media General	39 3/4	38 1/4	1 1/2	03.92	20	1,180
N (MDP) Meredith Corp.	36 1/2	35 1/8	3/8	01.06	10	466
O (NWSPC) Multimedia	38 1/8	36	1/8	00.34	27	1,148

STOCK INDEX 2

PROGRAMING

	Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
A (AVEC) Avco Tech Corp.	33 1/4	31 7/8	– 1/8	– 00.39	10	3,400
B (WWD) News Corp. Ltd.	25 3/4	24 3/4	1	04.04	0	(1,000
C (PARC) Park Communic.	24	23 1/8	1/8	– 00.54	26	476
D (PEB) Pebble Publishing	29 1/2	28 1/2		03.50	14	500
E (KELL) Reliance Group Hold.	7	6 7/8	1/8	01.81	14	321
F (STRY) Stanley Ltd.	46 7/8	46 1/2	1/8	– 01.34	25	32,000
G (STUDF) Studley Comm.	143 1/4	142	1/4	00.17	40	142
H (TWC) Time Warn.	40 1/4	38 3/8	1 7/8	04.88	35	8,164
I (TWC) TM Communications	1/4	5/16	1/16	– 20.00	-1	1
J (TBS) Tribune	57	54 5/8	2 3/8	04.34	19	4,100
K (TBSA) Turner Bcstg. 'A'	54 1/2	52 3/8	2 1/8	04.05	-19	2,936
L (TBSB) Turner Bcstg. 'B'	53 1/2	51 1/2	2	03.88	-19	1,294
M (WPOST) Washington Post	368	351 1/4	14 3/4	05.08	32	3,917

PROGRAMING

N (ALET) All American TV	3 1/8	3	1/8		00.00		0	
O (CLR) Color Systems	2	1 3/4	1/4	14.28	-2	10		
P (CPH) Columbia Pictures Ind.	36 5/8	35 1/2	1/8	00.07	1321	2,940		
Q (CWN) CVN Cos.	20 3/8	19 3/4	5/8	03.16	35	364		
R (DCPI) dist. client prod.	7 5/8	6 1/4	1 3/8	22.00	-702	65		
S (DIS) Disney	126 1/2	122 3/8	4 1/8	03.36	27	282		
T (FINN) Financial News	7 1/8	7 1/8		00.00		80		
U (FID) Fries Entertain.	3	3 1/4	1/4	14.28	-8	8		
V (GFEC) Glenn Peters Entertain.	13 1/2	12 3/8	1 1/8	09.33	7	119		
W (HRH) Heritage Entertain.	3 3/8	2 1/8	1/4	11.76	-7	12		
X (HSH) Home Shopping Net.	3 7/8	3 7/8		00.00	46	340		
Y (KWP) King World	38	36 3/4	1 1/4	03.39	12	678		
Z (LWS) Kings Road Entertain.	7 1/16	9 1/16	– 1/8	– 22.22		2		
A (MCA) MCA	47 3/8	47	3/8	00.53	31	4,928		
B (MGM) MGM/UA Commun.	22 1/2	22 1/2		00.00	-71	1,139		
C (NW) Nelson Holdings	13 1/16	13 1/16		1/4	26.65		42	
D (NYNET) Nostalgia Network	1 3/4	1 3/4			00.00	-0	4	
E (SPCT) Orion Pictures	24 3/8	23 3/8	1		04.27	39	435	
F (PCI) Paramount Commun.	59 1/4	57 3/8	1 7/8		01.92	17	2,788	
G (PCN) Petro Communications	8	8 1/8	– 1/8		04.60		58	
H (PLA) Playboy Ent.	17 1/4	17 3/8	– 1/8		– 00.71	-10	102	
I (QNTX) Quanta Entertainment	6 1/4	6 1/8	1/8		02.04		125	
J (CVCR) QVC Network	18 5/8	18 1/2	1/8		12.87	85	1,187	
K (WCCI) Reiss Commun.	6	6 1/4	– 1/4		– 04.00	-60	70	
L (LORIA) Scientific Pic. 'A'	31 3/4	31			00.00	182	28	
M (SPI) Spelling Entertainment	11	8 3/4	2 1/4		25.71	27	364	
N (UNIV) Valley Advertain.	5 1/16	5 7/16	– 3/8		– 04.59	-50	46	
O (WCI) Warner	48 7/8	46 3/4	2 1/8		01.73	22	10,000	
P (WORD) Wechsler Ent.	11 3/4	10 3/4	1 1/8		14.63	-15	170	

SERVICE

Q (AMRP) Ampersand Group	8 3/4	8 3/4			00.00	-1	10	
R (BBDO) Batten & Barc	31 5/8	30 3/4		7/8	04.21	21	340	
S (CCI) Comsat	30 1/2	27 3/8	3 1/8		04.29	11	600	
T (DMD) Dentsu Adv. Corp.	18 3/4	18 1/2		1/8	00.67	10	770	
U (DMB Dk) D & B (Holding)	56 1/8	55 3/4		3/8	00.67	10	10,000	
V (FCB) Foote Cone & B.	31 3/8	30	1 3/8		04.58	39	230	
W (GREY) Grey Advertising	154	153	1		00.65	12	150	
X (IPG) IPG Communications	7 5/8	7		5/8	08.92	152	97	
Y (IPG) Interpublic Group	34 1/4	33 3/8		7/8	02.67	19	1,281	

CABLE

A (ATN) Acton Corp.	17	16 3/4	1/4	01.49	5	28		
B (ATCMA) Assoc. TV A Comm.	49	46 1/2	2 1/2	05.37	71	5,341		
C (CTEC) C-Tec Corp.	26 3/4	24	2 3/4	11.45	29	488		
D (CVC) Comcast Spl. 'A'	44 5/8	44 1/8	1/2	01.13	-5	662		
E (CTY) Century Comm.	15	13 3/4	1 1/4	09.09	-65	977		
F (CRCOA) Comcast	29 3/8	25 3/4	2 7/8	11.16	-22	1,919		
G (FHU) Falcon Cable Systems	20 1/8	20	1/8	00.62	-71	128		
H (JOIN) Jones Intercable	19 7/8	18 3/8	1 1/2	08.16	-15	240		
I (MMVS) Modern Media 'A'	12 7/8	12 7/8		00.00	-30	540		
J (MCA) Rogers Comm. 'A'	130	125	5	04.46	-225	1,023		
K (MCB) Rogers Comm. 'B'	116	111	– 1	– 00.90	-166	1,494		
L (TCA) TCA Cable TV	19 3/4	18 1/4	1/2	02.73	59	481		
M (TCOMA) Tele-Commun.	39 5/8	37 3/8	– 16 3/4	– 04.51	637	7,275		
N (TCI) Time Inc.	143	139	4	02.87	29	8,147		
O (UACA) United Art. Ent. A	33 3/8	21 3/8	2	09.35	-31	3,000		
P (UACB) United Art. Ent. B	23 3/8	22 1/8	1 1/4	05.64	-34	1,544		
Q (VIA) Viacom	60 3/4	56	4 3/4	08.48	-45	1,241		
R (WU) Western Union	2 1/8	1	1/8	12.50		46		
S (WMCA) Wometco	30 7/8	31	– 1/8	– 00.40	-27	476		

EQUIPMENT & MANUFACTURING

A (AMP) AMP	79 1/8	75 1/4	3/8	– 08.16	13	16,587		
B (ANW) Anixt Industries	10 3/4	10 1/8	3/8	– 01.96	25	346		
C (CEEL) C-Cor Electronics	16 1/2	16 3/4	1/4	– 01.49	15	67		
D (CPY) Chyron	5 5/8	4 1/8	1/2	– 12.12	-65	41		
E (COM) Comm	10 3/4	10 3/4		00.00	7	82		
F (GIC) Eastman Kodak	48 3/4	46 3/4	2	04.27	11	15,811		
G (GRL) Gen. Instrument	36 3/4	34 3/4	2	05.75	12	998		
H (GE) General Electric	59 7/8	56	2 7/8	05.13	14	53,162		
I (GRN) Gerin Corp.	37 3/4	37	3/4	02.02	19	1,481		
J (HAR) Harris Corp.	6 7/8	6 1/2	3/8	05.76	14	194		
K (HTV) Hook TV Intnl.	18 5/8	17 5/8	1	05.67	9	370		
L (HUGHY) Hughes	3 7/8	3 7/8		00.00	-39	72		
M (HRCM) Midwest Communi.	6 5/8	5 3/4	7/8	15.21	82	78		
N (MOT) Motorola	69 3/4	67 7/8	1 7/8	01.51	15	7,618		
O (OAK) Oak Industries	1 1/4	1 1/4		00.00	10	100		
P (PIO) Pico Products	1 3/8	1 7/8		00.00	-1	3		
Q (RPM) Rampage	23 1/2	21 1/8	2 3/8	11.24	16	540		
R (SNE) Sony Corp.	59 3/4	61 5/8	– 1 7/8	– 03.04	32	16,890		
S (TEK) Tektronix	16 1/8	16 1/8	1/8	– 00.64	29	861		
T (TVTK) Television Tech.	5/8	9/16	1/16	11.11	82	4		
U (VAR) Varian Assoc.	26 7/8	25 1/2	3/8	01.47	10	628		
V (WGNB) Wegener	3 1/4	3 3/4	– 1/2	– 13.33	6	26		
W (WH) Westinghouse	70	68 1/8	3 7/8	05.86	12	10,710		
X (ZE) Zenith	14 1/2	14 7/8	1 5/8	10.92	1600	440		
Standard & Poor's 500	347.84	363.80		19.16		03.34		

Who's responsible?

EDITOR: I have just completed reading the Sept. 18 issue, including the editorial page, and while I agree completely that the government is the worst possible arbiter of program comtent, there is still something about this whole "indecency" flap that doesn't parse. Yet having been one of the most persistent advocates of doing away with the fairness doctrine, it has been difficult for me to reconcile "editorial" freedom with other forms of program constraint. Is not the pot going to get just as smudged as the kettle if they're both hung over the same fire?

The comments quoted from the discussion in New Orleans, your editorial and a conversation I had during the convention with the legal counsel for one of the nation's leading broadcast groups has finally coalesced into a form that suggests maybe there are a couple of things we are all overlooking.

First and foremost, we should remember that freedom never was "free." The price you pay is *responsibility*. If you want to be free to do or say or be anything you must be responsible for what you do or say or become. Otherwise freedom has no meaning.

Second, whether or not it is "legal"

Errata

Oct. 2 "Top of the Week" story on Cable Alliance for Education said that National Cable Television Association board "voted to provide every public junior and senior high school passed by cable within their franchises a standard drop and free basic service within the next three years." **Group that approved that action was board of Cable Alliance for Education.**

Westinghouse Broadcasting is not licensee of **KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado,** as reported in Sept. 25 "Changing Hands." **Licensee of stations is D&D Broadcasting.**

Due to Nielsen data error on syndicated ratings for Claster Television's **Muppet Babies** (BROADCASTING, Oct. 2), half-hour children's strip, should have received 3.2 rating/11 share metered market average for 20 Nielsen markets (for week ending Sept. 25). In addition, *Muppet Babies* improved on its lead-in in 16 of 20 markets in its second week of syndication, and had combined half-month metered market average of 3.1/11.

Audience estimates for **Remote Control** reported in Oct. 2 "Syndication Scorecard," were incorrect, according to Nielsen Media Research, and are being reprocessed.

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may be the most irrelevant question of all. My friend, the lawyer, said with some conviction that it was impossible to arrive at a legal definition of "indecency." He is probably right. But that doesn't mean that you and I and Howard Stern don't know what decency is. I spent most of the 35 years I worked in radio as a programer, DJ, PD and GM. I knew the first day I went on the air what was decent and what was not. So does every other jock (shock or not) out there. So do their program directors and managers. That is quite a different thing from fuming over some legal definition that will permit you to do something you know is, if not indecent, certainly beyond the bounds of common decency to begin with.

Perhaps we should take a lesson from Aleksander Solzhenitsyn, who in trying to explain why he would not recommend our Western philosophy as a replacement for the communism he so detested, suggested that we have replaced our sense of right and wrong with a "mechanical, legalistic smoothness," which he says has resulted in "a weakening of human beings in the West."

Indeed!

We have become so weak that we will permit, on this most intrusive of media, a discussion of the licking of vaginas during the breakfast hour (or any other hour) and justify ourselves by saying we don't understand the "legal" definition of indecency? Do you think the mother driving her teenage daughter to school (permitting her as always to listen to her favorite station) gives a damn whether or not it's *legal*? Do you think the mother can define indecency at that point?

Your editorial is right. The government has no business whatsoever in determining program content. And you are right again. If the government takes a little bit of your freedom (which they have done for the last 45 years under the guise of the fairness doctrine) you risk losing it all. But then the government should have no reason to be in the discussion at all. If we demand our freedom then we must be willing to pay the price. We must be "responsible." If we are irresponsible, whether that irresponsibility takes the form of setting buildings on fire, shooting at Presidents or shoveling verbal excrement into the public ears, the government will surely find a way to respond to the public outrage.

Howard Stern and his ilk may "have the numbers" in their respective markets, but we would do well to remember that the public generally doesn't give a hoot about Arbitron and neither do their elected representatives. Those "shares," no matter how large, represent only a fraction of the population. And the government, however misguided, will respond to the latter.

We are truly weak fools if we think we can park our responsibility at the studio door and rely on the American Civil Liberties Union to write a legal definition of what is decent that will let us sniggeringly thumb our nose at those who find our nasty little intrustions objectionable.

They will surely write our epitaph.—*Joe Meier, broadcaster (retired).*

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OCT
16
1989

The Fifth Estate

C1750-1

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 16

We're
showing 'em
"Who's The Boss?"

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Broadcasting Oct 16

Vol. 117 No. 16

In the wings... With season only three weeks old, broadcast networks are already preparing midseason replacements. **PAGE 27.**

Deal undone... MGM/UA says it has terminated its $1.9 billion merger agreement with Qintex Australia Ltd. **PAGE 29.**

After the ball... According to BROADCASTING's annual basketball special report, National Basketball Association expects to bring in

about $160 million for rights to its 1989-90 season. Breakdown of rights packages, college landscape, and city-by-city team rights begins on **PAGE 35.**

30/ ***'TODAY' CHANGES***
After 13 years with NBC's *Today* show, co-host Jane Pauley is leaving program, although remaining with network. Deborah Norville appears to be her successor.

31/ ***TEENAGE SOAPS***
At least three companies are working on new program form designed as transition vehicle from children's programing to shows for adults.

31/ ***NEW FORMAT***
CBS's *The Pat Sajak Show* will be trimmed back to hour; new producer to be hired.

32/ ***NO QUOTAS***
U.S. Trade Representative Carla Hills says European Community's call for TV broadcasters to reserve at least half of their programing time for European shows is "unjustifiable."

33/ ***UNDER REVIEW***
TV networks challenge House rule allowing witnesses to ban coverage of their testimony.

33/ ***CANADIAN PROGRAMING***
Canadian government proposes legislation to build up country's national program industry.

34/ ***FIBER CLAIMS***
Leading supplier of telephone hardware introduces new line of digital fiber optic transmission and switching equipment it claims will expand available video services.

49/ ***TVB'S NEW LEADER***
Jim Joyella takes over helm of Television Bureau of Advertising, promising to continue projects initiated under outgoing president Bill Moll.

52/ ***PRICE PLATEAU***
Financial panel at cable investment conference says cable system prices have reached plateau.

54/ ***'PREVIEW' PREVIEW***
New half-hour syndicated show for 1990, *Preview*, is introduced by Television Program Enterprises.

57/ ***MUNICH MEETING***
European television community debates how to build European-wide TV production industry in wake of "TV Without Frontiers."

58/ ***CANAL PLUS 15%***
Canal Plus subscriber growth in France may be plateauing, but company expects to register 15% growth in revenue and profit over next several years.

61/ ***BROADCAST ENGINEERS MEET***
Society of Broadcast Engineers, meeting in Kansas City, offers general approval of new FCC chairman, airs complaints about telephone companies and HDTV concerns.

65/ ***ONE FOR THE PRESS***
Supreme Court overturns fine imposed on Pennsylvania newspaper for publishing account of wiretapped conversation said to be protected by law.

67/ ***SUMMER RATINGS***
Summer 1989 Arbitron radio ratings reveals some changes.

87/ ***SPORTSMAN***
During two years at helm of Madison Square Garden Network, Robert Gutkowski has transformed regional cable sports service into one of leaders in field.

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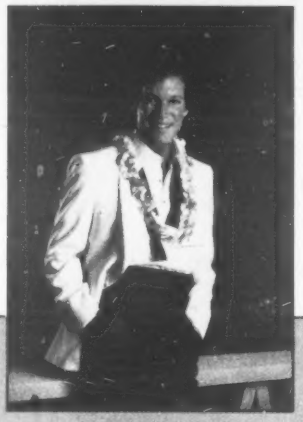
BY THE NUMBERS 1

NBC won Week three with a 15.2 rating and a 26.1 share. ABC came in second with a 14.4/24.5. CBS followed with a 12.4/21.1. Last year's Week three was also NBC's, when the network won with a 15.0/24.9. CBS's *Island Son*, which stars Richard Chamberlain, shown at left, pulled in its best rating to date, a 15.2/27. *Son* moved up 34 positions from its Week two ranking of 54, to settle in at 20th. That translates to a 37% increase in its rating, up from its previous 11.1/19. ABC's *Mystery Movie* moved up 32 notches to 46th. The Saturday movie ran a *Columbo* repeat and garnered an 11.5/22. During Week two, a *B.L. Stryker* repeat gave ABC's movie wheel a 7.7/14. CBS's *Rescue 911* moved into 23d place for the week, up 28 positions, as did the same network's *Wolf*, which moved from 61st to 33d.



For the evening news race, ABC and CBS tied for first, each posting a 9.8/20. NBC's *Nightly News* experienced low coverage due to preemptions on the West Coast for coverage of the baseball playoffs. NBC finished the news week with an 8.0/18.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 3 □ Oct. 2–Oct. 8

Rank/rating		Network	Show
1	27.8/42	A	*Roseanne*
2	23.5/41	N	*Cosby Show*
3	22.5/35	A	*Wonder Years*
4	21.5/33	N	*NBC Monday Movie*
5	20.2/33	A	*Who's the Boss?*
6	20.0/35	A	*Monday Night Football*
7	19.1/30	A	*Chicken Soup*
8	18.0/30	A	*Growing Pains*
9	17.9/29	A	*Head of the Class*
10	17.8/28	C	*Murder, She Wrote*
11	17.2/30	C	*60 Minutes*
12	16.7/30	N	*NL Champs., Game 2*
12	16.7/28	N	*NL Champs., Game 4*
14	16.5/26	A	*Doogie Howser, M.D.*
15	15.9/30	A	*20/20*
16	15.8/24	N	*Hogan Family*
17	15.4/30	A	*Full House*
17	15.4/26	N	*NL Champs., Game 1*
19	15.3/29	N	*NL Champs., Game 3*
20	15.2/27	C	*Island Son*
20	15.2/27	C	*Knots Landing*
22	15.1/24	C	*Major Dad*
23	14.7/23	C	*Jake and the Fatman*
23	14.7/24	C	*Rescue: 911*
25	14.4/23	N	*ALF*
25	14.4/25	A	*thirtysomething*
27	14.0/22	A	*Anything But Love*
27	14.0/26	A	*Family Matters*
29	13.9/20	C	*Murphy Brown*
29	13.9/25	A	*Perfect Strangers*
31	13.7/23	A	*ABC Sunday Movie*
32	13.4/24	A	*Just the Ten of Us*
33	13.1/20	C	*Wolf*
34	13.0/23	A	*China Beach*
34	13.0/20	C	*Designing Women*
36	12.8/22	N	*AL Champs., Game 1*
37	12.7/19	C	*Famous Teddy Z*
38	12.6/19	F	*Married...With Children*
39	12.4/23	N	*AL Champs., Game 3*
40	12.2/20	A	*Young Riders*
41	12.1/20	A	*MacGyver*
42	12.0/20	C	*CBS Sunday Movie*
43	11.9/21	C	*Dallas*
44	11.6/18	C	*People Next Door*
44	11.6/20	C	*Wiseguy*
46	11.5/22	A	*ABC Mystery Movie*
47	11.3/18	A	*Free Spirit*
48	11.0/19	N	*NL Champs., Pregame*
48	11.0/18	C	*Top of the Hill*
50	10.9/19	A	*Life Goes On*
50	10.9/18	C	*Newhart*
52	10.8/18	C	*48 Hours*
53	10.5/17	C	*Peaceable Kingdom*
54	10.1/17	A	*Mission: Impossible*
55	10.0/19	C	*Falcon Crest*
55	10.0/16	A	*Homeroom*
57	9.9/17	N	*NL Champs., Pregame*
57	9.9/19	C	*Paradise*
57	9.9/17	A	*PrimeTime Live*
57	9.9/16	F	*Totally Hidden Video*
61	9.4/17	A	*Living Dolls*
61	9.4/18	C	*Snoops*
63	9.3/17	N	*AL Champs., Pregame*
63	9.3/17	C	*Tour of Duty*
65	9.0/17	N	*NFL Live Extra*
66	8.9/14	F	*America's Most Wanted*
67	8.8/17	A	*Mr. Belvedere*
68	8.7/18	N	*NL Champs., Pregame*
68	8.7/17	C	*Sat. Night With Connie Chung*
70	8.1/13	F	*Open House*
71	7.7/16	N	*AL Champs., Pregame*
72	6.8/13	F	*Cops*
73	6.3/10	F	*Fox Wednesday Movie*
73	6.3/10	F	*21 Jump Street*
75	6.1/9	F	*Alien Nation*
76	5.8/11	F	*Reporters*
77	5.6/10	F	*Booker*
77	5.6/9	F	*Tracey Ullman Show*
79	3.9/7	F	*Garry Shandling's Show*
80	3.6/7	F	*Beyond Tomorrow*

Guide to symbols ▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 1

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.6	230	98
2	Jeopardy! (King World)	12.3	217	98
3	Oprah Winfrey Show (King World)	8.9	215	99
4	Cosby Show (Viacom)	8.8	204	98
5	Current Affair (20th Century Fox TV)	8.3	184	85
5	Wheel of Fortune, wknd. (King World)	8.3	198	91
7	Star Trek: TNG (Paramount Domestic TV)	8.1	223	97
8	Entertainment Tonight (Paramount Domestic TV)	7.9	163	95
9	Nat'l Geo. On Assignment (Turner Prog. Svcs.)	6.5	145	92
10	Fox Premiere Movie, special (20th Cent. Fox TV)	5.9	136	89
11	Donahue (Multimedia)	5.8	221	98
12	Geraldo! (Paramount Domestic TV)	5.4	191	98
12	Mama's Family, synd. (Warner Bros. Dom. TV)	5.4	177	91
14	Family Feud, synd. (LBS Communications)	5.3	125	85
15	Superboy (Viacom)	4.9	164	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL[*]
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 12

For the book of days, NBC won Monday, Thursday and Saturday; ABC won Tuesday, Wednesday and Friday. The Wednesday race was a squeaker, with ABC besting NBC 15.4 to 15.3, and both networks scoring a 25.5 share.

The other close race was Sunday night, which NBC almost took away from CBS. Game four of the National League Championships averaged a 16.7 rating that night. Coupled with CBS's Sunday movie, "Mystic Pizza," pulling in a low 12.0/20, a thin 0.1 rating point separated the two networks for the night. CBS held onto Sunday with a 14.8/24.5 over NBC's 14.7/25.1.

Week three of the prime time season delivered an additional one million households for the big three networks, moving up to 38.7 million from Week two's 37.7 million. This season's Week three audience is closer to 1987's audience average of 39.6 million households than 1988's strike-affected average of 36.9 million. This season's households using television (HUT) for Week three, 58.5, is down from both 1988's comparable 59.7 and 1987's 59.9. The combined three-network share for Week three stood at 71.7, up from Week two's 69.4.

MarketScope

The Standard & Poor's 400 closed at 407.40 last Wednesday (Oct. 11), up 0.36, or 0.09% for the seven day period. For the Stock Index's 130 stocks, 54 managed to outperform the S&P on a percentage basis, while 76 underscored the index during the week. The ratio of advancing-to-declining stocks stood at 54 advances-57 declines, with 19 stocks remaining unchanged. Saatchi & Saatchi gained 2 points, or 13.79%, to close at 16½. Paramount Communications gained ⅞ on the week to close at 65¾. Qintex Entertainment dropped 36% or 2¼ to close at 4 on Wednesday, but by last Thursday the stock had recouped 1¼ and closed at 5¼.

Stock Index Notes: [illegible]

STOCK INDEX 1

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							
N	(CCB) Capital Cities/ABC	544	548	– 4	– 00.72	22	9,791
N	(CBS) CBS	207 1/2	211	– 3 1/2	– 01.65	18	4,902
A	(CCU) Clear Channel	11 3/4	11 3/8	3/8	03.29	43	45
A	(HTG) Heritage Media	3 7/8	3 7/8		00.00	-2	139
O	(JCOM) Jacor Commun.	6 1/2	6 1/2		00.00	-5	64
O	(LINB) LIN	112 7/8	109 3/4	3 1/8	02.84	63	5,781
O	(OBCCL) Olympia Broadcast	2 1/4	2 1/4		00.00		5
O	(OSSN) Osborn Commun.	13 1/2	13 1/2		00.00	8	93
O	(OCOMA) Outlet Commun.	27 1/4	27 1/8	1/8	00.46	40	178
A	(PR) Price Commun.	6	6 1/8	– 1/8	– 02.04	-5	54
O	(SACSB) Sage Broadcasting	3 1/4	3 1/4		00.00	-3	12
O	(SCRP) Scripps Howard	72	74	– 2	– 02.70	37	743
O	(SUNNC) SunGroup Inc.	1 7/8	1 5/8	1/4	15.38	-2	4
O	(TLMD) Telemundo	6 1/2	5 7/8	5/8	10.63	-2	148
O	(TVXGC) TVX Broadcast	4 1/8	3 7/8	1/4	06.45		30
O	(UTVI) United Television	36 3/4	36 1/2	1/4	00.68	52	401
BROADCASTING WITH OTHER MAJOR INTERESTS							
N	(BLC) A.H. Belo	37 1/2	36 1/2	1	02.73	50	743
N	(AFL) American Family	20	18 1/2	1 1/2	08.10	18	1,622
O	(ACCMA) Assoc. Commun.	39 3/4	38 3/4	1	02.58		568
O	(BMAC) BMA Corp.	35 1/2	34	1 1/2	04.41	15	343
N	(CCN) Chris-Craft	37 3/8	37 3/4	– 3/8	– 00.99	54	886
O	(DUCO) Durham Corp.	31	32 1/2	– 1 1/2	– 04.61	17	281
N	(GCI) Gannett Co.	43 1/2	45	– 1 1/2	– 03.33	18	7,007
O	(GACC) Great American	12	12 1/8	– 1/8	– 01.03	-4	376
N	(UP) Jefferson-Pilot	41 3/8	41 1/2	– 1/8	– 00.30	14	1,594
N	(KRI) Knight-Ridder	53 5/8	54 3/8	– 3/4	– 01.37	12	2,736
N	(LEE) Lee Enterprises	33	32 3/8	5/8	01.93	19	809
N	(LC) Liberty	38 3/4	38 5/8	1/8	00.32	22	325
N	(MHP) McGraw-Hill	73 5/8	75 3/4	– 2 1/8	– 02.80	19	3,573
A	(MEGA) Media General	38 5/8	39 3/4	– 1 1/8	– 02.83	985	994
N	(MDP) Meredith Corp.	35 1/8	35 1/2	– 3/8	– 01.05	20	655
O	(MMEDC) Multimedia	103 1/2	99 1/2	4	04.02	39	1,185

STOCK INDEX 2

	Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
(ALLT) All American TV	3 1/8	3 1/8		00.00		3
(CLS) Color Systems	2 3/4	2	– 1/4	– 12.50	-1	9
(KPE) Columbia Pictures Ent.	26 5/8	26 5/8		00.00	1331	2,946
(CAV/II) CVN Cos.	21	20 3/8	5/8	03.06	36	376
(DCPI) dick clark prod.	6 7/8	7 5/8	– 3/4	– 09.83	-857	56
(DIS) Disney	130 7/8	26 1/2	4 3/8	03.45	28	17,590
(FNN) Financial News	7	7 1/8	– 1/8	– 01.75		85
(FE) First Interstate	2 1/2	2	1/2	25.00	-4	12
(GPEC) Gaber-Pyfer Enter.	17 5/8	16	3/4	04.54	-7	187
(HSN) Home Shopping Net.	4 3/8	3 7/8	3/8	09.67	53	380
(KWP) King World	35 5/8	35	5/8	01.78	12	894
(MCA) MCA	60 1/2	57 3/8	2 1/8	03.15	25	5,075
(OFH) Nelson Holdings	1 1/4	1 3/16	1/16	05.26	–	42
(PPC) Orion Pictures	26	24 3/8	1 5/8	06.66	31	453
(PCI) Paramount Commun.	60 1/4	53 1/4	7	12.01	29	7,581
(PLA) Playboy Ent.	17	17 1/4	– 1/4	– 01.44	-71	159
(QNTX) Qintex Entertainment	4	6 1/4	– 2 1/4	– 36.00		85
(SVCN) SVC Network	19 5/8	18 5/8	1	05.36	32	197
(SVCC) Service Commun.	6 1/8	6	– 3/8	– 06.25	592	71
(SPCA) Stanley Pic. 'A'	11	11 3/8	– 3/8	– 03.29	157	46
(SPI) Spelling Entertainment	11 1/8	11	1/8	01.13	23	388
(VIED) Video Jukebox	5/16	5 3/16	3/4	14.45	-28	55
(WCI) Warner	69 3/4	65 7/8	7/8	01.92	22	11,109
(WOND) Westwood One	10 3/4	11 3/4	– 1	– 08.51	-15	156
SERVICE						
(ADRP) Audiovox Group	5 5/8	5 3/4	– 1/8	– 02.17	-4	51
(BSD) Burrell & Dun	20 3/8	21 5/8	– 1 1/4	– 05.78	22	325
(DD) Comcast	37 7/8	39 1/2	– 1 5/8	– 04.11	10	631
(CDA) Control Data Corp.	18 7/8	19 1/8	1/4	01.34	-1	788
(DNB) Dun & Bradstreet	56 1/8	56 1/8		00.00	18	10,505
(FCB) Foote Cone & B.	20 3/4	21 3/8	– 5/8	– 01.99	19	283
(GREY) Grey Advertising	154	154		00.00	12	164
(IDBX) IDB Communications	7 5/8	7 5/8	– 3/8	– 04.91	145	35
(IPG) Interpublic Group	34 7/8	35 1/8	1/4	00.88	19	1,200
(OMC) Omnicom Group	25 1/2	24 7/8	5/8	02.51	16	626
(SAA) Saatchi & Saatchi	16 1/2	14 1/2	2	13.79	12	2,582
(TLMT) Telemation	2	2		00.00	-33	9
(UNIV) United Video	13 3/4	13 3/4	–	00.00	21	59
CABLE						
(ATN) Acton Corp.	16 5/8	17	– 3/8	– 02.20	5	27
(ATCMA) Assoc. TV & Comm.	49 3/4	49	3/4	01.53	72	5,405
(CTEX) C-Tec Corp.	27 1/2	26 3/4	3/4	02.80	29	466
(CVC) Cablevision Sys. 'A'	47	44 5/8	2 3/8	05.32	-5	1,034
(CTY) Century Commun.	16	16	1	06.66	-69	-1,043
(CMCSA) Comcast	29 1/8	28 5/8	1/2	01.74	-22	1,992
(FAL) Falcon Cable Systems	20 1/8	20 1/8		00.00	-71	139
(JOIN) Jones Intercable	20 7/8	19 7/8	1	05.03	-16	223
(MMP.E) Madison Nimbus 'A'	12 1/8	12 7/8	– 1/4	– 01.94	35	62
(RCI.A) Rogers Commun. 'A'	140	135	5	03.70	-237	1,888
(RCI.B) Rogers Commun. 'B'	112 1/8	110	2 3/8	02.15	-190	1,518
(TCAT) TCA Cable TV	19 1/2	18 3/4	3/4	04.00	41	471
(TCOMA) Tele-Commun.	21 3/8	20 5/8	3/4	03.63	712	7,542
(TL) Time Inc.	143 3/4	143	3/4	00.52	20	8,196
(UAECA) United Art. Ent. A	22 1/2	23 3/8	– 7/8	– 03.74	-33	2,972
(UAECB) United Art. Ent. B	23 1/8	23 3/8	– 1/4	– 01.06	-54	1,527
(VIA) Viacom	64 1/4	60 3/4	3 1/2	05.76	47	3,469
(WU) Western Union	1 1/8	1 1/8		00.00		49
(WSMCA) Wesstars	30 7/8	30 7/8		00.00	-27	478
(WWWW) 288	74 5/8	75 1/8	– 1/2	– 00.66	13	18,477
EQUIPMENT & MANUFACTURING						
(ARV) Arvin Industries	17 1/4	18 3/4	– 1 1/2	– 08.00	26	321
(CCBL) C-Cor Electronics	16	16 1/2	– 1/2	– 03.03	15	85
(CNY) Cipher	3 3/8	3 5/8		00.00	-25	41
(CONI) Coleo	10	10 3/4	– 3/4	– 06.97	6	19
(EK) Eastman Kodak	47 5/8	48 3/4	– 1 1/8	– 02.30	11	15,450
(GRL) Gen. Instrument	37 3/4	36 3/4	1	02.72	13	1,020
(GE) General Electric	58 1/8	58 7/8	– 3/4	– 01.27	14	52,445
(HRS) Harris Corp.	38 5/8	37 3/4	1 3/8	03.64	20	1,514
(HAR) Harmon Ind., Inc.	6 3/8	6 7/8	– 1/2	– 07.27	13	152
(IV) Mark IV Indus.	18 1/4	18 5/8	– 3/8	– 02.01	9	197
(MCDY) Microdyne	4	3 7/8	1/8	03.22	-30	16
(MCRN) Midwest Commun.	6 3/8	6 5/8	– 1/4	– 03.77	21	19
(MOT) Motorola	59 3/8	56 3/4	5/8	01.95	15	7,704
(OAK) Oak Industries	1 1/4	1 1/8		00.00	10	103
(PTO) Pico Products	1 1/8	1 1/8		00.00	-1	3
(SFA) Sci-Atlanta	23 1/4	23 1/2	– 1/4	– 01.06	16	535
(SNE) Sony Corp.	64 3/8	59 3/4	4 5/8	07.74	55	18,102
(TEK) Tektronix	38 3/8	38 1/8	– 3/4	– 03.92	27	629
(TVTK) Television Tech.	5/8	5/8		00.00	62	4
(WHO) Varian Assoc.	25 1/2	25 7/8	– 3/8	– 01.44	9	589
(WGNR) Wegener	3 3/8	3 1/8	1/8	03.84	6	24
(WX) Westinghouse	80 1/4	79	– 1 3/4	– 02.50	11	9,888
(ZE) Zenith	15 1/8	16 1/2	– 1 3/8	– 08.33	1512	464
(S&P) Standard & Poor's	407.40	407.04		00.36		00.09

Open Mike

AM game plan

EDITOR: I find the decline of AM radio interesting. I also find it surprising that the stations are not putting up more of a fight. It may be that AM is an obsolete technology, but it still works quite well (we get good quality audio through it) and there are millions of receivers out there.

Earlier today I stopped into a store called Audio Video City. With a name like that, I'd expect to find everything I could possibly want in audio and video. They don't have any AM stereo receivers. I never have found an audio dealer that had them.

Radio broadcasters are in the promotion business. Generally, they are promoting other people's products, but should also be promoting their own product. I've always been impressed with the Radio Advertising Bureau ads, which show the power of radio. This compares quite favorably to the outdoor advertising ad I frequently see that says "space available." It doesn't quite convince me that I should use outdoor advertising. So, AM stations need to promote themselves, and promote AM in general. It's been pointed out many times that to the typical consumer in a typical listening environment (where there's some background noise, like in the car or at the office), NRSC AM stereo cannot be distinguished from FM stereo. Yet I hear consumers say, "I don't listen to AM." AM stations have got to make listening to AM (or their station) the "in" thing to do, just as FM was in the 1960's.

AM stations should also work with local audio equipment retailers to educate them about AM. It *does* sound good. Get the local retailers to set up an AM receiver demonstration (and stock good stereo AM receivers), then promote the demo on your station. Work with the audio retailers to let the consumers know how good AM is. Make up some printed literature that explains the recent improvements in AM. Being technically oriented, I'd suggest the literature include a nontechnical description of what the improvements accomplish plus a technical explanation (including details of frequency response, distortion, adjacent channel interference, stereo transmission method and stereo performance) for the audiophiles. Without the technical data to back up your nontechnical statements, the audiophiles won't believe you. You'll introduce consumers to the "new and improved" AM and get people into the retailer's store (which they shouldn't object to).

Stations can also promote AM at community events. Every Thursday night in our town is "Farmer's Market" downtown. Thousands of people are there every week. Some stations (FM's) are there promoting themselves by giving away buttons with their call letters or other clever promotions. AM stations could promote their programing and their quality. Perhaps a demonstration could be set up using some good soundproof stereo headphones and switching between a tape (or perhaps a CD) and your AM station. If the listener can tell which is which, she/he wins a Target Tuning AM stereo radio. You can also give away the above described literature (telling what's so great about AM).

There are thousands of AM stereo radios already in use. Unfortunately, the consumers don't know they have them (in their cars). Stations can work with the car dealers, just as they'd work with the audio dealers.

Finally, AM has some real history behind it (being the original broadcast service). Additional promotion of AM could feature this history. I was very impressed with the video shown at one of the National Association of Broadcasters luncheons this spring. It showed the history of broadcasting (with a song about a magical box) and how we've all experienced recent history through broadcasting. Stations can promote broadcasting's most historic part (AM) by reminding us of the part it has played.

With enough promotion, you can sell a fair product. AM stations have got an excellent product.—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

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BASKETBALL

The NBA in 1989-90: Closing in on $160 million in rights

From a combination of fees paid by national broadcast and cable television networks and local television and radio, the National Basketball Association expects to bring in approximately $160 million for the rights to its 1989-90 season. That constitutes a $22 million—or just under a 14%—increase over 1988-89.

In the fourth year of its current four-year deal, CBS will pay $47.5 million to the NBA for rights to carry 15 regular season games (the last of those is scheduled to air April 22, 1990), the All-Star game (Feb. 11), and more than 20 post-season games, depending on how long each best-of-five or best-of-seven playoff series runs.

Turner Broadcasting, which this year will move its NBA schedule from superstation WTBS(TV) Atlanta (49.4 million subscribers) to TNT (29.1 million subs), will pay $27 million to show 50 regular season and at least 26 post-season games in 1989-90.

Like Major League Baseball, and unlike the National Football League, whose entire regular and post-seasons appear only on national TV, the NBA gains about half of its rights revenue team by team, locally.

As the league takes in $74.5 million from CBS and TBS and "a modest amount" from ABC Radio's coverage of the All-Star and championship series games, the individual NBA teams—there were 25 last year, 27 this year, with the addition of teams in Orlando, Fla., and Minneapolis—will also gain local television and radio revenue.

This year, the league estimates that the 27 teams will bring in $85 million from local rights—$65 million from over-the-air and regional cable TV and $20 million from radio.

NBA, NCAA rights going up for grabs

"This is a historic year for sports rights," said Jack O'Hara, director of programing, ABC Sports. "Take the period between December 1988 and December 1989, and you see that every major sport will be renegotiated, including Olympics, Major League Baseball, the NBA, the NFL and the NCAA basketball tournament," as well as track and field, figure skating and other world class amateur and professional sports. "It is impossible to give you a list of priorities," said O'Hara, "but I will say that retaining properties that are currently successful on your network is extremely important."

By the time CBS launches its 17th consecutive National Basketball Association television season on Saturday, Nov. 25, the Tiffany Network—perhaps the Diamond Network since late last year, when it committed $1 billion to gain rights to Major League Baseball from 1990 to 1993—could find itself assured of launching a 20th, or perhaps 21st, consecutive NBA season four or five years from now. That is if CBS, like its cable counterpart Turner Broadcasting, is willing and able to match a rights figure that the league is expected to issue at the end of October.

The guessing game is on, said one network source, as to how CBS has set its priorities at a time when its rights to the National Football League and NCAA basketball tournament, as well as to the NBA, are up for renewal. To some, said the source, it seems "obvious that CBS is after all the inventory" available in major sports.

"I think we are committed to being the sports network," said Hal Trencher, vice president, sports marketing, CBS. "We'll do whatever is possible but also prudent" in attempting to extend the NBA contract, he said. As for the upcoming season, CBS believes "ratings will continue to be positive," he said, adding, "There are no indications" of any drop in the November NBA ad market. Trencher cautioned, however, that too much attention can be paid to ratings. "We don't sell on that. We are not selling just numbers. We sell on the fact that it is a premium product."

League officials declined to comment on the perception that, given its investment in Major League Baseball, the NFL, winter Olympics, the NBA and college basketball, CBS is so committed to being the sports broadcast network that it must have the NBA at any price.

However, the league is all but certain to sell games to only one broadcast network and only one cable network, said John Kosner, NBA broadcast coordinator. And indications are that any hike in NBA fees will surely outstrip inflation, because, said one sports rights negotiation veteran, "the value of exclusivity to a network can lift you up into the stratosphere of dollars that people [at sports franchises] are looking for."

And competition may prove another factor destined to drive NBA—not to mention NCAA basketball tournament and NFL—rights higher, as, noted Kosner, "for the first time it appears that there is real interest at all three [broadcast] networks."

"It is safe to assume," said NBC Sports spokesman Ed Markey, "that we are very interested in both the NBA and the NCAA" college basketball tournament, entering the final year of a contract at CBS. "But we're also interested in a lot of other things as well," he said, committing no further comments to the record.

The 1988-89 season may have demonstrated just how mercurial the ratings successes of the NBA can become. Two variables—how long best-of-five or best-of-seven post season playoffs run and, perhaps equally crucial, the presence of big-name players—can make or break ratings. One of the game's best known stars, Boston Celtic Larry Bird, was knocked out of most of the 1988-89 season by an injury. Bird, like L.A. Laker Magic Johnson, draws viewers, as well as spectators, home and away, noted the NBA's Kosner, and Boston without Bird on CBS and TBS probably drew fewer viewers than Boston with Bird would have.

In the post-season, Johnson was injured early in a Lakers-Detroit Pistons championship series. Detroit won the series in only four games, three short of the season championship a year before. Although the first two Lakers-Pistons games broke ratings records, the series average rating dropped from the previous year's 15.4 to a 15.1. Sixth and seventh games have historically seen ratings skyrocket, said Kosner, yet the June 1989 series was the highest rated four-game series (and the third highest series overall) in NBA history—leaving the league and networks to wonder what might have been had the series been two or three games longer.

Overall, regular season average ratings through 15 games on CBS stayed essentially flat at 5.8 (although the share rose from 16 to 18 over the past two seasons). On WTBS, the average dropped from a 2.9 rating/5 share the year before to a 2.4/4 last season. Pre-championship playoff averages on CBS also appeared to suffer, dropping from 7.2 (over 19 games in 1987-88) to 7.1 (over 16 games in 1988-89). On TBS, the playoff average dropped from 4.4 (over 31 games in 1987-88) to 4.2 (over 26 games in 1988-89).

It is interesting that Johnson and Bird both fell last season, as it was perhaps the 1979 NCAA championship between Bird's Indiana State and Johnson's Michigan State that began a trend that has benefited both college and professional basketball, said Kosner. Conceding that there is a love-hate relationship between the NBA and college basketball, Kosner said that the growth in the number of college games on TV has made it tougher for NBA games to stand out as special. Yet, he admitted, amateur and professional basketball are successfully star-crossed. The success in viewership of the NCAA tournament, agreed ESPN senior vice president, programing, Loren Matthews, has increasingly created higher name recognition among NBA rookie stars, such as (now veteran NBA star) Michael Jordan of the Chicago Bulls.

"Big stars. I don't know if you could call [their presence or absence] point-nine or point-seven of a [ratings] point," said Kosner, "but it has a definite effect."

At bottom, however, the league can make the case that, even in the face of adversity, the NBA is drawing more viewers than ever and is, therefore, worth more than ever before.

One league source said the NBA wants to increase the national broadcast schedule, likely at the expense of the national cable inventory. During the last two seasons, CBS has carried 15 regular season games, the All-Star Game and about 20 post-season games. Turner has carried 50 regular and about 20 post-season games. A change in that equation could alter the relative worth of the broadcast and cable packages.

Turner Broadcasting System has moved its NBA games from its superstation, WTBS, to Turner Network Television this fall, the second year of TBS's third two-year contract with the league.

TNT, which is seen in 33 million homes, far fewer than the superstation's 50-million reach, will carry 50 regular season games as well as a minimum of 26 playoff contests. Included will be 42 games on Tuesday and Friday, with six doubleheaders scheduled.

The season kicks off with the third annual McDonald's Open from Rome on Oct. 20, a four-team tournament—three from Europe and the Denver Nuggets. The first U.S. game will be the Hall of Fame game on Oct. 31, with the Milwaukee Bucks and New York Knicks. The first regular season game will be Nov. 3, with the Detroit Pistons hosting the Knicks.

Ratings for the NBA were down last year on WTBS, scoring a 2.9 rating (combined regular season and playoffs), versus a 3.5 the year before. Turner attributed the drop, ironically, to ESPN losing its National Hockey League package to SCA. ESPN, which carried more college basketball last winter, saw its ratings improve at the expense of the NBA.

Don McGuire, vice president, TBS Sports, said TNT is projecting ratings this year to fall between a 2 and a 3. Except for Cablevision Systems, with several key systems in Boston and New York, most major metropolitan areas, where basketball interest is stronger, are carrying TNT, said McGuire. Because of that, Turner believes the number of homes TNT reaches will be less than the percentage drop from the superstation's 50 million homes to TNT's 33 million. Still, to advertisers, Turner is selling on the basis of the same percentage drop on viewer homes, although internally it believes the drop will not be that severe. All the major incumbent NBA advertisers are back, said McGuire. Additionally, Turner sells its NBA games as a package with 25 Hawk games on the superstation, providing the advertiser the benefit of its 50 million-plus home reach.

Kosner conceded that NBA officials are concerned about the move from the 50 million-subscriber service WTBS to 30 million-

subscriber TNT. "Any time you have pockets of fans who saw games last season who won't see them—at least at the start of—this season, you have to be concerned," he said. Yet the league believes that professional basketball could, over the course of a new contract, help Turner's year-old TNT network surpass WTBS in subscribers, he said, adding that, in any case, "There is a value to reaching all the U.S. homes" via national broadcast.

Turner's top potential competitor, ESPN, indicated only muted interest—mainly because of scheduling limitations—in pursuing a long-term exclusive deal with the NBA. Turner, which is entering its sixth consecutive year as the NBA's exclusive national cable network, "has showed no inclination of giving it up," observed ESPN's Matthews. During the 1982-83 and 1983-84 seasons, ESPN shared an NBA schedule with USA Network.

Although ESPN "loves the NBA," he said, its "baseball commitment makes NBA scheduling more difficult than ever. We want to continue with a sound business practice and not bite off more than we can chew. Would we like to get the NBA? Yes. Is it realistic? Time will tell," he said.

Among cable suitors, also add SportsChannel America, also cultivating an identification with college basketball and now entering its second of three seasons as sole national telecaster of the National Hockey League.

For now, CBS and the Turner Broadcasting System are enjoying exclusive negotiating windows this October and could both close deals before any other network fires a shot.

As for the potential for higher fees for the NCAA basketball tournament, the 66% rights fee increase that ESPN agreed to pay to retain its College Football Association schedule for another four years (BROADCASTING, Oct. 9) could be an indication of how high the next NCAA contract may go.

Another indicator might be the newest deal between the Southeast Conference and ESPN, which doubled its rights payment for SEC football.

Although prime time ratings for college basketball average only about half those of college football, CBS has seen its tournament average rise steadily over the past three seasons—9.2 in 1986-87, 9.4 in 1987-88 and 10 in 1988-89—and the ratings for the championship final itself have risen from 19.6 to 21.3 during that period. Although ESPN's NCAA tournament ratings have fluctuated over the past five seasons, its total of households reached has climbed steadily, as have its regular season ratings and households reached (up 137% since the 1983-84 season) during that same period. Surely those numbers will be on the table this winter. –PDL

College ball: Take a number

CBS, with rights to the 1990 NCAA tournament and final; ESPN, with a 225-game schedule, including early NCAA tournament games and several conference championships, and Raycom Sports and Entertainment, with syndication rights to 170 games from six major conferences, remain the big three college basketball television powers.

Other networks and syndicators, including ABC, NBC, SportsChannel America, Black Entertainment Network and Creative Sports Marketing, will, as they did last year, also present regular and post-season schedules between November 1989 and April 1990. But when the multiple levels of regional and local syndicators, regional cable channels and individual TV and radio stations are added to the queue, the suitors going after college basketball properties become legion. In most markets, nearly 500 games will be telecast by the aggregate national networks and local rights holders.

College rights: Revenue streams, plural

CBS has been paying about $50 million for rights to carry just fewer than 20 NCAA tournament games and the national championship that is the culmination of that tournament. Ratings for the tournament have risen steadily over the past three seasons (9.2, 9.4, 10.0), championship game ratings (19.6, 18.8, 21.3), have been strong, and many sources referred to a rise in the strength of the tournament as accepted fact.

But the NCAA, CBS and the tournament itself are centralized, identifiable entities, and the NCAA-CBS contract is exclusive, overlapping with nothing and no one else. To add up or characterize the myriad other national and local rights fees earned by a variety of college conferences and individual schools remains considerably more problematic.

Although most Division 1 schools have centralized negotiating power at the conference level, any given conference may have rights agreements with a national broadcast network, national cable network, regional syndicator and/or a regional cable service. At the same time, any of its schools may sell remaining games to a local TV station, regional cable channel and/or a local radio station. In some cases, a third party owns broadcast rights to an individual school's sports, such as The American Network Group, which last week announced it had acquired exclusive radio rights to University of Alabama and University of Georgia football and basketball, as well as extending its radio rights with the University of South Carolina. One school in a conference may have its own local deal while another does not.

Disparity in the sizes of markets, audiences and ad revenue within various conference regions leads to disparity in fees. And other factors further complicate the equation. Some conferences produce their own games and barter ad time, or retain all of it outright, thereby making the rights fee an incomplete indicator of the schedule's value.

The Big East, which took its television production in-house several seasons ago, gains approximately $4 million per season from CBS for a package of regular season and conference tournament games. And a heightened push for exclusivity in an increasingly fragmented marketplace constitutes another fly in the ointment there. In a contract extension completed in early September, the Big East gained a "significant increase" in its rights payments from ESPN in exchange for increased exclusivity. Conceding that local broadcasters and regional cable services will lose some Big East games to ESPN, the conference believes it will gain in national exposure and broader player (and other student) recruiting, while leaving local TV with the more purely local interest games it should have.

Other conferences appear to give preference to local broadcasters, which in larger regions are plentiful and add up to large payments. In the ACC, Raycom and Jefferson-Pilot Telecommunications are paying $7 million per season for regional syndication rights to a 38-game package. But in an unusual deal already complicated by revenue sharing between conference and syndicator, NBC will distribute the conference championship game elsewhere in the nation while Raycom and JPT distribute it regionally.

Competition among old and new television outlets is also complicating the picture. Take, for example, the recent battle for Southwest Conference rights among current rights holder Raycom and its new partner Prime Network (on one side) and SportsChannel America (on the other). Bidding there, where distribution has been limited to Texas and Arkansas, has gone as high as $3.45 million per year (over four years) for rights to basketball and football together (BROADCASTING, Aug. 14). A SportsChannel win in that rights contest could mean no over-the-air distribution of the conference package in the schools' home markets and, since SportsChannel has no affiliate service in that region, could also mean severely limited cable distribution in the area as well.

Over-the-air ball

Last season, all three broadcast networks, each offering about 20 regular season games, saw regular season average ratings decline slightly after experiencing larger drops the previous two seasons. Although several network officials referred to the perception among viewers that there is a "glut" of college basketball on TV, none projected that a further decline in ratings or ad revenue would force them to shorten schedules in the foreseeable future.

In any case, noted NBA broadcast coordinator John Kosner,

each telecaster of college and professional basketball will be faced with the challenge of making each telecast "special, to stand apart from the clutter of all these college games."

Although CBS, ABC and NBC each will carry games from across the nation, each will again pin its college basketball identity in the regular season mainly on a particular major conference. Each of their schedules—to be presented almost entirely on Saturdays and Sundays—will, like last season, comprise approximately 20 broadcasts (some of them regionalized). That status quo is not likely to shrink, since audience demand remains high, said one network source, and not likely to grow because of scheduling limits.

CBS's 1988-89 regular season rating-share averaged 4.1/11, following 4.2 in 1987-88 and 4.5 in 1986-87. But that was enough to beat a 3.4/9 for NBC, which had dropped from 5.5 the season before. ABC dropped from second place in 1987-88 to third last season with a 3.3 average and an 8 share. Making another substantial leap upward was CBS's coverage of the NCAA tournament, which reached 10.0 (after 9.2 and 9.4 the previous two seasons, respectively), according to the network. The championship game itself has progressed from 19.6 to 18.8 to 21.3 over the past three seasons.

CBS's 16-week, 100-hour-plus schedule, which begins Dec. 16 with DePaul at North Carolina, will include 24 regular season broadcasts, four of which will be regionalized coverage of two games each. At least 27 teams will appear in those games, and teams from the Atlantic Coast (ACC), Big East, Metro and Southeastern (SEC) conferences will appear five or more times in the regular season. Tournament semifinals and finals in the Big East, the conference upon which CBS has hung its hat, will appear on CBS March 10 and 11, for the fifth consecutive year. And March 10, for the first time since 1985, CBS will cover the championship game from the Metro Conference tournament.

Like the other two network schedules, the ABC lineup testifies to the value of first pick. Dominated by ACC inter- and intraconference matchups, NBC's 20-game season climaxes in March with the ACC tournament championship game. In addition to including 14 regular season appearances by ACC teams, the schedule will include powerhouse matchups, such as Louisville (Metro conference) vs. DePaul (independent) and Duke (ACC) vs. Notre Dame (independent), as well as appearances by teams from the Pac-10, Big Eight, Atlantic 10 and Big West conferences.

For the fourth consecutive year, ABC will increase its basketball coverage as it prepares to cover 27 games (over 20 last year and fewer than a dozen the two previous seasons). "We are still the new kid on the block, but [we are] in the college basketball business for the long haul," said Jack O'Hara, director of programming, ABC Sports, which began airing basketball in 1987. "We have regionalized more this year to get more conferences and more teams involved and to get more of the local appeal," said O'Hara, who also noted that "of course that increases your costs." ABC will take advantage of its exclusive deal with the Big Ten, opening its Saturday schedule with the Bit Ten's Michigan against Arizona on Nov. 25, directly opposite CBS's opening NBA game. The 27-game schedule will include 23 appearances by Big Ten teams. In the first quarter of 1990, ABC will move its college schedule to Sundays to make room for the *Pro Bowlers Tour* and *Wide World of Sports*, a "winning combination for 20 years" on Saturday afternoons, said O'Hara.

College on national cable: Big weeknights on ESPN

A more competitive market is clearly leading toward a stronger emphasis on exclusivity, an element of rights contracts with increasing dollar value. Conference sources said last month that exclusivity played a major role in ESPN's having doubled its rights payment to the SEC and having "significantly increased" its Big East rights fee (BROADCASTING-CABLE, Sept. 11). By virtue of those contract extensions, regional cable services and local broadcasters will be limited to telecasting the "team of local interest" in their markets, making for slimmer local schedules and leaving ESPN with a national schedule unmatched in depth.

Preparing to carry about 225 games this year, 11 more than last season, this season ESPN hopes to strengthen both its prime time schedule and college basketball identity by moving Southeastern Conference (SEC) games out of Saturday afternoon to create "Big Tuesday"—a working title, said Loren Matthews, ESPN senior vice president, programing, but a title that explains the strategy behind creating a new doubleheader night to be anchored by the Big Eight and SEC.

Big Tuesday is modeled on the established Big Monday, which will continue to carry doubleheaders, sometimes tripleheaders, featuring the Big East, Big Ten and Big West, the last of whose games begin at 11 p.m. ET, but afford ESPN more West Coast prime time inventory. SEC teams had previously appeared on Saturdays and Thursdays, the latter of which will remain a potpourri conference-wise. The Big East gets even more national exposure on Big Wednesday, along with the ACC. And although ESPN "will not abandon Saturdays," he said, it will not offer a special conference-grounded identity there.

Coast-to-coast hoops

CBS-TV

NBA: 15 regular season games, 40th All-Star game and more than 20 playoff games, including championship final. ***College:*** 24 regular season games featuring five or more appearances by teams from Big East, ACC, Metro and Southeastern conferences; Metro championship game and Big East championship semifinals and final, and 19 NCAA tournament games including national championship game (also women's national championship).

ESPN

College: 225 games including new Tuesday night doubleheader (Big Eight and SEC conferences) to complement "Big Monday," Wednesday and Thursday night schedule; early season tournaments, including new ACC-Big East Challenge (four doubleheaders on four consecutive nights); post-season "Championship Week" (23 conference finals) and 19 games from first half of NCAA tournament.

TNT

NBA: 50 regular season games and at least 26 games from early rounds of playoffs. First year for NBA on TNT, which takes over for co-owned superstation WTBS(TV) Atlanta, which retains rights to Atlanta Hawks.

NBC-TV

College: 20 games (including ACC championship) from six conferences, featuring more than 12 ACC games, as well as independents.

ABC-TV

College: 27 games from 12 conferences featuring Big Ten regular season and SEC championship next spring.

SportsChannel America

College: 80 games, including 19 Notre Dame games (including all home games not on broadcast networks); five University of Nevada-Las Vegas games and 11 Atlantic 10 games, including conference semifinal.

BET

College: 20-25 games, depending on how long several best-of tournaments from black college conferences run; women's invitational tournament opens schedule in December.

USA Network

College: Diet Pepsi Tournament of Champions, Dec. 1-2, featuring Pittsburgh vs. Oklahoma State and Ohio State vs. North Carolina State.

Instead of "cherrypicking our schedule to find good games," said Matthews, "people now know that on Monday night they will get two quality games." And, concurring with the NBA's John Kosner that making each broadcast "special" is the first antidote to a "glut," he added: "Monday has become special, and we want to extend that success to other nights of the week." Noting that Saturday has been the lowest rated segment of ESPN's basketball schedule, Matthews conceded that the strategy could also minimize ESPN's losses amid the strong weekend college and professional basketball schedules on other networks and local TV.

Despite the "more and better competition," he said, ESPN saw its average prime time rating and household totals increase for a fifth season in a row, from a 1.4 rating and 423,000 households in 1983-84, to a 2.0 rating and just more than one million homes in 1988-89. Its coverage of the first half of the NCAA tournament has also risen from 2.8% and 850,000 homes in 1983-84 to 3.1% and 1.55 million homes last season.

Of ESPN's having "limited ourselves to four nights a week," Matthews observed that the schedule works to "assure our niche on weeknights" within the larger television market, but also allows ESPN to schedule programing for its various nonbasketball niche audiences. "We are a total sports network, and we try to bring the national collegiate basketball picture to the nation," he said of a schedule that will again include several early season tournaments (including the Dodge NIT, Great Alaska Shootout and Maui Classic), "Championship Week," March 3-11, featuring 23 conference title games, and 19 games picked from the first 32 of 64 NCAA tournament games.

By virtue of a four-year agreement signed last April, that schedule will now also include the newly created "The ACC-Big East Challenge Week," a regular season series matching up eight teams from each conference in four doubleheaders, Monday through Thursday, the first week of each December.

The USA Network has cut back considerably on its college basketball schedule, from 32 games two years ago, to 20 last year, to one tournament this year. USA will carry the Diet Pepsi Tournament of Champions from Charlotte, N.C., Dec. 1 and Dec. 2. The tournament will feature Pittsburgh vs. Oklahoma State, and Ohio State vs. North Carolina State.

SportsChannel America will carry 19 Notre Dame games this year, including all home games not on network television. Included in the schedule is the UCLA at Notre Dame game Dec. 17. SCA will also carry five games of UNLV against Big West opponents and 11 Atlantic 10 games, including 10 Saturday game-of-the-week contests, beginning Jan. 17, plus the Atlantic 10 semifinals. A hodgepodge of other games and tournaments will give SCA 80 games this season.

WGN-TV Chicago, which lost Notre Dame to SCA this year, has picked up a package of Illinois games, to complement its package of DePaul contests. Both schools will appear 14 times in a schedule beginning in December.

Black Entertainment Network will carry between 20 and 25 games, depending on the number of games from several tournaments it will feature. The schedule of black conference games begins Dec. 2 with a women's invitational tournament.

Syndication: Local interest, national reach

Once again, 10-year-old Raycom Sports and Entertainment, based in Charlotte, N.C., retains regional syndication rights to six major college basketball conferences: the Atlantic Coast (ACC), Big Eight, Big Ten, Metro, Pacific 10 (Pac-10) and Southwest (SWC). All told, Raycom will produce and distribute 170 games from those conferences, and although in each case over-the-air distribution is limited to the conference region, Raycom continues to successfully sell advertising across its schedules, reaching 75% of the nation, 5% more than it was able to claim last year.

Indeed, Raycom has been able to present to those advertisers impressive numbers from the 1988-89 season. All six conferences saw increases over the previous season in households delivered: ACC up 31.5% in prime time; Metro up 18.4% in prime time; Big Eight up 39.5%; SWC up 12.2%; Pac-10 up 8.3%, and Big Ten up 23.5% on Saturday afternoons. "Naturally, any time you increase household delivery and national reach, it puts you in a better position with national advertisers," said Ken Haines, executive vice president, Raycom.

Last November, Raycom and the Pac-10 signed a new three-year agreement through the 1991-92 season, and last March, Raycom and the Big Ten signed a new six-year pact running through 1994-95. New deals have also been made with the ACC and Big Eight. College basketball, said Haines, "is more conducive to regionalization" than college football, since with football there are fewer games and more limited windows that force local broadcasters to compete with national schedules, and the cost of production is considerably higher; therefore, national networks appear to be strengthening their hold on football rights.

Raycom will distribute 27 Pac-10 conference games and seven tournament contests to 14 markets in four western states this season. The 22-game Big Ten schedule will go to 38 markets in seven states where Raycom also packages for individual schools that include Michigan and Michigan State, Indiana, Purdue and Northwestern (via cable in Wisconsin).

Stations in 18 markets in five Atlantic Coast states will carry Raycom-Jefferson-Pilot-Telecommunications' 38-game ACC package, which will also be carried nationally on NBC. Raycom's 29-game Big Eight package (including seven Phillips 66-sponsored tournament games) will reach 18 markets in five Midwestern states. Its 26-game Metro Conference package (including two tournament games) has been cleared in 20 markets in eight Tennessee Valley and other southern states. And stations in 19 markets in Texas and Arkansas will carry Raycom's 18-game SWC schedule, which includes three tournament games.

Regional reach

Thanks to a two-month-old agreement between Raycom and Prime Network, many teams in the conferences to which Raycom holds rights—ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest—will experience extended national exposure. Prime Network is a program-sharing consortium of regional cable sports channels including Home Sports Entertainment (Houston and Dallas), Prime Sports Network (Denver), Prime Ticket (Los Angeles) and Prime Sports Network Midwest (Indianapolis), as well as affiliates in Washington-Baltimore, Detroit and New York.

Within several weeks after Raycom and Prime announced a joint bid for rights to Southwest Conference football, basketball and other sports (BROADCASTING, Aug. 14), the two announced the larger cooperative venture. Through it, as Raycom delivers dozens of conference games to broadcast stations in dozens of markets in each conference region, Prime affiliates outside that region will have access to those games, except where the contract prohibits it or where a shared rights agreement with ESPN or one of the broadcast networks already exists. With the ACC, for example, ESPN carries Raycom games in all regions except the Atlantic Coast.

Most of the Prime affiliates hold rights to one or more local college schedules. Denver-based Prime Sports Network, for example, will carry 12 Colorado State games and also the "Mile High Classic," featuring Colorado State, Colorado, Massachusetts and North Carolina. And Detroit-based Pro Am Sports System will carry 11 Mid-America Conference games between Dec. 2 and March 3.

The extended reach via cable—Prime claims 11 million subscribers total—will undoubtedly improve Raycom's ability to sell spots across its schedule to advertisers that want to reach 70%, and more, of the nation. Prime and Raycom have also made clear their intention to consider joint bids for other properties in the future.

Among partners in the Prime Network program sharing affiliation, Dallas-based Home Sports Entertainment will carry 100 college games, including games from the Southwest Conference and from the Big Eight, Western Athletic, Pac-10 and Metro conferences. HSE contracts with individual schools include Florida State, Louisiana State, Southern Methodist and Houston. And Seattle-based Prime Sports Northwest will carry 15 games encompassing the University of Washington, Washington State and Oregon State. That schedule will also be supplemented by another 15 Pac-10 games from Raycom (via Prime Network). Prime General Manager Clayton said that Raycom telecasts include a revenue-

sharing deal on advertising sold for telecasts.

In Philadelphia, Prism has scheduled about 20 college games from a group of division one local schools it calls the "Philadelphia Big Five." The teams, including Temple, Villanova, St. Joseph's, La Salle and Pennsylvania, are from four conferences, and many of the games carried are inter-conference.

As SportsChannel America offers a national college basketball schedule that includes 19 Notre Dame games, each of its affiliates has gained or retained rights to cover schools in its region. For example, in late September, SportsChannel New York won a new two-year contract with the runner-up for last year's national championship, Seton Hall. SportsChannel New York will carry 73 games in all (65 live), including nine Seton Hall games, 20 Notre Dame games and, entering the last season of a two-year contract with the Metro Atlantic Athletic Conference, 13 MAAC games. It will also borrow from SportsChannel Florida's schedule by telecasting three University of Miami games.

SportsChannel Los Angeles will carry six Loyola Marymount games and two Pepperdine games and expects to announce more games early this week. SportsChannel Florida will telecast four University of Florida, 15 University of Miami, 15 University of South Florida and 12 Jacksonville University games, as well as six Sunbelt Conference contests and nine games from the Sunshine Conference.

Some regionals' schedules will be cut this year by ESPN successes in obtaining exclusivity in new multiyear deals with major conferences, including the Big East, Big Ten and SEC (see above). The ramifications for regional channels in Big East markets include the loss of Big East games played by schools not located nearby. For example, the Madison Square Garden Network will lose approximately half a dozen games, as will Home Team Sports. Viewers in those markets wishing to watch games played by teams other than the "team of local interest" will have to tune in to ESPN. **–PDL, MS**

Radio roundball roundup

ABC Radio's contract to carry the NBA All-Star Game and the 1990 NBA Championship Finals is the only radio network carrying the NBA. It will be the fourth year ABC has carried the All-Star Game and the sixth time it has carried the finals.

For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins March 22, 1990, is produced in conjunction with Host Communications, Lexington, Ky. The national championship will be broadcast live April 2 from the McNichols Sports Arena in Denver. CBS coverage will also include three women's games: two national semifinals March 30 and the national championship April 1. All women's games will be broadcast live from the campus of the University of Tennessee, Knoxville, Tenn.

In addition to the games, CBS will present two call-in talk shows: *Selection Sunday*, an NCAA playoff preview scheduled to air March 11, and *Eve of the Final Four*, set for March 30.

Mutual Broadcasting will provide 20 major college basketball games over 10 weeks, with doubleheaders making up the last eight weeks. The network's broadcasts are scheduled to begin Dec. 23. Mutual has two talent teams lined up for announcing duties this year: Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color, and Larry Michaels, director of sports, Westwood One, calling the plays with former Washington Bullet Kevin Grevey providing color.

In addition, beginning Dec. 12 and continuing for 17 weeks, Mutual will present the *Billy Packer Show*. The hour-long weekly call-in talk show will feature basketball analyst Billy Packer, along with guests from the teams. **–LC**

The National Basketball Association: city by city

Bucks

WCGV-TV Milwaukee is in the second year of a three-year contract covering the Milwaukee Bucks, with the station retaining the rights. As the head of a four-station network, WCGV-TV will carry 30 away games and a still-undetermined number of playoff games. The announcers are Jim Paschke on play-by-play and Jon McGlocklin on color commentary. The station had sold 65% of its ad inventory and anticipates being at 87% with the close of deals this week. This is "way ahead of last year" said Mitch Nye, vice president and general sales manager. Major sponsors include Hardees, Miller beer and Toyota.

WTMJ(AM) Milwaukee has been covering the

Bucks for 21 years. The station is currently in the second-year of a three-year contract, and the rights are jointly held by the station and the team. As the flagship of a 30-station network, WTMJ will cover 87 games this season—five pre-season and 82 regular and any playoff games. Jim Irwin will be on play-by-play on WCGV-TV; Jon McGlocklin will supply color commentary. The ad inventory is 80% sold, with major sponsors including Budweiser, Hardees and Midwest Express.

There is no cable coverage of the Bucks, although, according to Jon Steinmiller, vice president for business operations for the Bucks, "the team is having very preliminary talks with Prime Network and SportsChannel."

Bullets

Home Team Sports, the Washington-based regional cable sports network, will cablecast 30 Washington Bullets games, 29 home and one away. Announcers are Mel Proctor and former Bullets Phil Chenier and Kevin Grevey, who also co-hosts a half-hour pre-game show, *The Bullets Report*. Sponsors include Kodak, Subaru, All-Star Automotive, Giant Foods and Trak Auto. The network expects to be sold out by the start of the season.

WDCA(TV) is in the last year of a two-year contract with the Bullets and expects to re-

new next year. According to Dick Williams, vice president and general manager, most of the Bullets ad time is sold on a spot basis, and pre-sales have been vigorous. Major sponsors include Anheuser-Busch, Giant Foods and Roy Rogers. The station expects to air at least 28 away games, with Proctor as announcer and Chenier handling color.

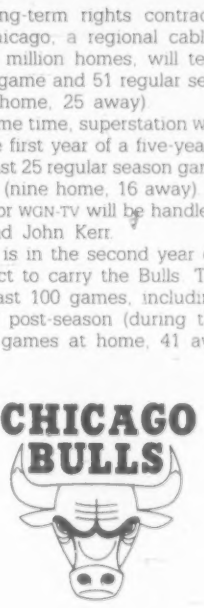
WWDC(AM) Washington is the flagship for the Bullets' six-station radio network, which may add one or two more stations as the season progresses. The station's contract runs through the end of the season. There will be 78 games, 41 home and 37 away, including two exhibition games. Charlie Slowes is the announcer.

Bulls

Under a long-term rights contract, SportsChannel Chicago, a regional cable network serving 1.5 million homes, will televise one pre-season game and 51 regular season Bulls games (27 home, 25 away).

At the same time, superstation WGN-TV Chicago, in the first year of a five-year contract, will broadcast 25 regular season games beginning Nov. 3 (nine home, 16 away). Announcing duties for WGN-TV will be handled by John Dunham and John Kerr.

WLUP(AM) is in the second year of a three-year contract to carry the Bulls. The station will broadcast 100 games, including all pre-season and post-season (during the regular season, 41 games at home, 41 away).



The announcing duties will be handled by two talent teams, Dunham and Kerr, and John Rooney, CBS sports announcer, and Junior Bridgeman, formerly of the Milwaukee Bucks. Ad inventory for the games is practically sold out, according to a station spokesman, with only a few "fringe spots" left.

Cavaliers

This is the second year the Cleveland Cavaliers have retained their radio rights. A 40-station group of affiliates will carry the radio feed emanating from flagship station WRMR(AM) there. Joe Tait will again handle play-by-play for all eight pre-season and 82 regular season games.

The Cavaliers are also entering the third season in which the team retains TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is

announcing for television, Jim Johnson will fill his seat in front of the radio mike.

The team reports that sales are up this year, with over 85% of both radio and TV commercial time for the season sold.

Midway through last season, SportsChannel Ohio bought the rights to cablecast 10 games. SportsChannel is now in its first full year of a multi-year contract with the Cavaliers and will offer 35 regular season games (16 home, 19 away). Play-by-play will be handled by Denny Schreiner with color commentary by Jim Chones.

Celtics

Most teams that want to be in the broadcasting business retain the broadcast rights, produce the games, sell the time and find stations to act as more or less passive outlets. The Boston Celtics has taken its interest in broadcasting a step further. In two separate deals, the franchise last month agreed, subject to FCC approval, to purchase an independent television station and an AM radio outlet in Boston so it can have complete control over its local broadcasts (BROADCASTING, Oct. 2).

WFXT(TV), which the team is buying from Fox Television Stations, will reportedly take over in 1990-91 the televising of the road games. Gannett's WLVI-TV is in the last year of a five-year contract to carry the away games.

Celtics radio fans will not have to change their dials. WEEI(AM), the radio station the Celtics are buying, is already the purveyor of all Celtics games. It begins the third year of a seven-year contract.

The Celtics have yet to make a bid for SportsChannel New England, the regional sports network that is in the third year of a 10-year contract to televise the Celtics home games.

Assuming the WFXT deal goes through, WLVI-TV will begin its last year as the television

home of the Celtics, with Mike Cristino handling play-by-play—he replaces Gil Santos—and former Celtic Bob Cousy doing the color.

For SportsChannel, Cristino will be paired with Mike Gorman and Tom Heinsohn.

WEEI is the flagship for a 55-station network. Who will handle the play-by-play is up in the air as longtime announcer Johnny Most

underwent triple-bypass heart surgery last month, and it is uncertain when or if he will return. Until more is known, Glenn Ordway, Most's color commentator, will do the play-by-play and Doug Brown will handle the color.

Clippers

Cable coverage of the Los Angeles Clippers moves to SportsChannel, which expanded into the Los Angeles area after the team's pay cable outlet for last season, the Z Channel, went out of business. SportsChannel will show 28 home games. Sales have been "pretty strong, considering that we are just starting out," said Pat McCabe, SportsChannel's advertising manager. Currently the service is seen on 100,000 homes. Budweiser is the key national advertiser, and several local adverts-

ers have also signed on, McCabe said. So far, no announcers for the cable games have been hired.

On broadcast television, the Clippers return to KTLA(TV) Los Angeles. It will broadcast 25 games, four home and 21 away.

The team retains its radio rights. Mitch Huberman, Clippers vice president, broadcast marketing, said that all of last year's major radio broadcast clients have bought into the 1989-90 season. Among them are Subaru, Goodyear, Atco and American Airlines. Ralph Lawler, who last year announced Clipper games with former NBA coach Hubie Brown, will announce them alone this year. The entire Clipper schedule will be heard over KFWB(AM), Los Angeles.

Hawks

WQOS(AM), Atlanta has signed a new three-year deal with the Atlanta Hawks to broadcast all of the team's games, including pre-season and playoffs. About 70% of ad time has been sold so far this year, down 10% from this time last year, according to the station. Major ad-

vertisers include Anheuser-Busch, McDonald's, Goodyear Auto Service and Chevron. Steve Holman will call the games.

TV coverage is provided by superstation WTBS(TV), Atlanta, which will broadcast 25 away games for the first time since 1987. WGNX(TV), held the rights last year in a one-year deal. The Hawks are owned by Turner Broadcasting System, which currently has 50,582,000 subscribers, according to A.C. Nielsen. Ron Thulen will do the play-by-play for WTBS. A color commentator has not been named yet. Should the Hawks make the playoffs, WTBS will broadcast five games.

WTBS last year sold both the Hawks and the NBA. However, this year WTBS is broadcasting the Hawks exclusively, and TNT will broadcast about 50 regular season and 25 playoff games for the NBA. The station says that since it is now covering the Hawks exclusively, sales have gone up and ad time is almost sold out. Major advertisers include Delta Airlines, Nissan, General Motors and Pizza Hut.

Heat

WBFS-TV, Miami, purchased the television rights to the Miami Heat and is feeding an eight-station network in Florida, Alabama and Georgia. The stations will carry 25 away games, including four pre-season. WBFS-TV has "about 95% of renewals from last year and we are a few days away from signing several new deals," said Jerry Carr, the station's general manager. The sales are slightly ahead of last year. Major sponsors include Miller beer, Nissan and Texaco.

WQAM(AM), Miami, is the flagship for five Florida stations and will carry seven pre-season games (the first pre-season game will not be broadcast) and all regular season and play-

off games, as well as the All Star game. The team retains the rights, and ad inventory is 95% sold. The Heat will also be broadcast in Spanish on WAQI(AM), Miami, which will carry 82 regular season games. Announcers have not been named. The ad sales are a cooperative effort between the station and the team.

The Heat is also covered on cable by SportsChannel Florida, which retains the rights. SportsChannel will carry 41 games including one pre-season, 10 away and 30 regular season. SportsChannel has sold about 70% of its ad inventory, which is ahead of this time last year, and its major sponsor is Budweiser.

Hornets

Radio coverage for the Charlotte Hornets will again be provided by WBT(AM), Charlotte. The station is in the second year of a three-year deal and is the head of a 36-station network. Play-by-play will be handled by Steve Martin, and Gil McGregor will provide color commentary. WBT airs every Hornets game, including pre- and post-season. Martin says that about 90% of the ad time has been sold for the new season and is slightly ahead of last year's pace. Major advertisers include Anheuser-Busch and First Union Bank.

Television coverage is provided by WCCB(TV), Charlotte. The station, in the second year of a five-year contract, will show 31 road games and will be the originating station of a 12-station network throughout North Carolina, South Carolina and Virginia. Gary Sparver does play-by-play for WCCB and Mike Pratt adds color commentary. Major advertisers include U.S. Airlines, Anheuser-Busch, All State Insurance and Nissan. WCCB also works with Creative Sports Marketing, a college sports

syndicator, in the production and distribution of the games. Although the Hornets have sold no cable TV rights, Washington-based Home Team Sports reaches the area, and Turner Broadcasting and several of the MSO's on the board plan to launch a regional sports network in the Southeast next year that will include North Carolina.

Jazz

KSTU(TV), Salt Lake City, is in the second year of a five-year contract to broadcast Utah Jazz games. The station will carry 26 games, eight of them at home and 18 away. Announcers are Hot Rod Hundley and Utah Jazz director of broadcasting Carl Arky.

The team will carry 25 additional games (20 home, five away) over the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Hundley and Arky are the announcers. Major sponsors include Anheuser-Busch, Coca-Cola, Chevron, All State and Toyota.

KISN(AM), is in the final year of its contract to

broadcast Jazz games, and hopes to renew. It is the originating station for the Jazz's 10- to 12-station regional radio network. KISN(AM) will simulcast all 82 regular season games, plus eight pre-season, and all playoffs. Hundley handles announcing chores and is joined by Dave Blackwell for a one-hour pre-game and one-hour post-game show. Ron Boone, former player for the Lakers, does all the cable games. The team controls all in-game inventory; the station sells pre- and post-game and shares inventory with the team. The team controls all rights from 10 minutes before to 10 minutes after the game.

Kings

In the second year of a three-year contract, KRBK-TV, Sacramento, Calif., will air 30 (24 away and 6 home) Sacramento Kings games

during the 1989-90 season. The station, as rights holder, will produce all telecasts, and has sold between 65% and 70% of its advertising inventory. Major sponsors include Anheuser-Busch, Suburban Ford and Toyota. Announcers, returning from last year, are Grant Napear (play-by-play) and Ted Green (color).

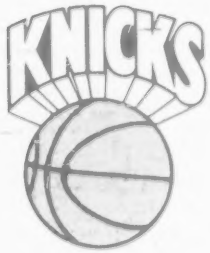
The Kings also have additional coverage this year with a cable package it put together with Pacific West Cable, now in the first year of a five-year contract. The system, which has 3,500 subscribers, will produce 20 home games for showing in the Sacramento area. According to a spokesman for the company, no advertising inventory has been sold yet, and no announcers have been set. The 20 Kings games will be part of the system's basic package, the spokesman added.

As the flagship station in a four-station radio network, KFBK(AM) Sacramento will air four

pre-season and all 82 regular season games, as well as any post-season action. Now in the second year of a three-year contract as radio rights-holder, the station will also produce pre-game and post-game shows. The station has sold 85% of the in-game advertising time and 70% of the adjacencies. Major sponsors include BMW, Foster Farms Chicken and Suburban Ford. Once again, Gary Gerould will handle the announcing chores.

Knicks

Madison Square Garden Network Corp., a Paramount Communications subsidiary, owns the New York Knicks and the MSG Network, the regional cable service. MSGN will be the only TV exhibitor of Knicks games this season. WWOR-TV had been the over-the-air television exhibitor of Knicks games in recent years, but its contract expired at the end of last season and the station, under new MCA management, chose not to renew it. An MSG



spokeswoman said the team will continue to pursue a broadcast TV deal for next season, but that this season, the 78 televised Knicks games will all originate on MSGN. Marv Albert and John Andaries return to handle play-by-play and color, respectively.

On the radio side, WFAN(AM) enters the third year of a 10-year rights deal, and will carry 83 Knicks games. WPAT(AM) will carry one Knicks game because of a conflict on WFAN. The latter has committed to carrying a New York Rangers hockey game then. Jim Karvellas and ex-Knick star Walt Frazier will call the radio action.

Lakers

The Los Angeles Lakers retain all broadcast and cable rights for coverage of its games. Advertising sales for all media are handled by the team, except for the short-time allotments each has for some of its own commercials. Sales so far this year are going well, according to Keith Harris, Lakers director of broadcasting. Most of the sponsors that signed on last year are back, he said, including Toyota, Coors, the California Lottery, Great Western Bank and Miller beer. Some advertisers are on radio exclusively, while others pay for packages to appear on all media, he said.

Prime Ticket, Los Angeles, holds the pay cable rights and has a long-term contract that lasts through the 1990's. This year, it will have two pre-season and 35 regular season games. Radio coverage remains on KLAC(AM) Los Angeles, which is in the last year of a five-year contract. Negotiations are now in progress for a new contract. There are still

two years on the broadcast TV contract, which remains on KHJ-TV Los Angeles. Announcers for all three media are Chick Hearn, who has handled Laker play-by-play since the franchise moved to Los Angeles in the early 1960's, and Stu Lantz.

Magic

One of the league's two expansion teams this year, the Orlando Magic, has signed five-year deals for radio and TV as well as with the

Sunshine Network, a regional cable service. The team retains both the radio and TV rights, and in both cases is buying the time from the stations and selling the inventory. The television exhibitor is WKCF(TV) Clermont, Fla. (ch. 68), which will air 25 away games this season.

WWNZ(AM) Orlando will carry the 90-game slate of pre-season and regular season games. The Sunshine Network will carry 31 home and nine Magic away games, according to Bob Poe, the team's director of broadcasting. David Steele will call the action for the radio broadcasts, while Chip Carey (grandson of Harry Carey and son of Skip) will do play-by-play on the television side. Former Atlanta Hawk player Jack Givens will team with Carey, and do color commentary for the television broadcasts. Poe said inventory for the games was about 75% sold, with major sponsors including Anheuser-Busch, Oldsmobile, Pepsi and Olive Garden restaurants.

Mavericks

KTVT(TV) Dallas is slated to air 22 of the Mavericks' away games, plus three wild card games, reports Ken Foote, the station's program manager. As it did last year, the team is putting together a network of stations in neighboring states, but details were not avail-

able. KTVT is a "passive superstation," serving about 3.5 million homes, says Foote. WBAP(AM) Fort Worth is carrying the games until baseball season starts. At that point, KRLD(AM) Dallas will broadcast the Mavericks. The Mavericks retain the rights and sell the advertising, according to Foote.

Home Sports Entertainment is a regional pay cable service within Dallas and a basic service farther from the inner core market area. HSE has a new deal with the Mavericks to carry all 35 regular season home games. In the past HSE has handled distribution of Mavericks playoff games to cable operators on a pay-per-view basis. Allen Stone will handle the play-by-play for the team's telecasts and cablecasts. Ted Davis does radio play-by-play.

Nets

For the first time in four years, some New Jersey Nets games will be televised on an over-the-air station. Beginning Dec. 30, six away games (all on weekends) will be carried by WWOR(TV) New York. The team keeps some of the rights with the TV station being primarily responsible for sales. As of last week, announcers had not been chosen.

Most of the team's games will continue to be shown on SportsChannel, the regional cable service with over 1.3 million subscribers, which is mid-way through a long-term agreement with the team. Steve Albert and Bill Raftery will announce the 38 home and 22 away games. SportsChannel, which obtained the rights, declined to comment on its advertising other than to note that Anheuser-Busch

is a large advertiser.

The Nets retain rights to the radio broadcasts, carried exclusively on WNEW(AM) New York. Announcers for all 85 games will be

Howard David (play-by-play), Jim Spanarkel (color) and Mike O'Koren (features and second color).

Nuggets

The Denver Nuggets retains its broadcast rights but splits the advertising time. Of the Nuggets' 39 away games, KTVD(TV) Denver will air 30 and KMGH-TV there will broadcast nine, plus one home game. According to the Nuggets' Mike Blake, there are a total of 70 30-second spots. KTVD gets 30 and the team gets 40. They have the same arrangement with KXRM-TV Colorado Springs, which will carry 39 away games and one home game. Blake said a ratio had not been worked out with KMGH-TV.

All TV play-by-play will be handled by Al Albert and Dan Issel. Blake said the ratings last year for the regular season averaged a 6 with a 10 share.

On cable, the Nuggets sold the rights to Prime Sports Network, which also controls the commercial time. PSN is picking up all 27 home games.

KOA(AM) is the flagship radio station for the Nuggets. It will broadcast 82 regular season games and four pre-season contests. KOA has a 20-station network in Colorado, Wyoming and Kansas. Jeff Kingery will do the play-by-play, with Bob Martin providing the color commentary.

Pacers

WNDE(AM) Indianapolis is in the first year of a three-year contract to carry the Indiana Pacers. (WIBC(AM), which had the rights for the past three years, did not bid this year. The reason, according to station general manager Roy Cooper: "Revenues were down, ratings were down and the team was losing.") WNDE has the rights to 85 games—41 home and 41 away in the regular season, plus three pre-season games. It is the flagship for a network of 20-plus stations. Broadcast rights are retained by the team, with ad time currently over 75% sold, which is ahead of last year, according to a team spokesman. Major advertisers include Budweiser, Marsh supermarkets, Pontiac and Coca-Cola.

WXIN(TV) Indianapolis is in the second year of a three-year deal to carry the Pacers. The station carries 23 games, all away, and is the flagship for a six-station network.

Cable carriage rights to 25 home games have been sold to regional sports channel Prime Sports Network Midwest (owned by TCI and Bill Daniels), scheduled to launch in November.

Pistons

Broadcast television coverage of the World Champion Detroit Pistons will be handled by WKBD-TV Detroit, which is starting the first of a new three-year contract. All television and radio rights are retained by the team. George Blaha will provide play-by-play coverage, with Dick Motta as the color commentator.

Cable television coverage is handled by Detroit-based Pro Am Sports service (PASS), which has scheduled 40 games—25 home, 15 away and three pre-season. Calling the games on cable will be Fred McLeod and Tom Wilson. PASS will replay games between 11 p.m. and 1 a.m. (Central Time) during swing shift telecasts.

WWJ(AM) is carrying all 82 home and away games this season, with the 14-year play-by-play announcer George Blaha. The Piston games are heard on an 18-station radio network.

Rockets

KTXH(TV) Houston is in the fourth year of a seven-year contract to broadcast the road games of the Houston Rockets. The package includes three pre-season games, 39 regular season contests and all road playoff games. (There are 41 regular season games, but two are in the CBS national window, one of which CBS has already picked up.) Bill Worrell handles play-by-play, with former Rockets coach Tom Nissalke providing color commentary and Bruce Gietzen hosting the studio show. The station holds the broadcast rights. According to KXTH's executive producer, sports, Jeff Montoni, rates are up and advertising is 60% sold, with national a little soft but boosted by the recent addition of Jack in the Box restaurants. Additional national advertisers include Budweiser, Toyota, Exxon and Randalls supermarkets.

Regional cable sports service Home Sports Entertainment has rights to all home games, but carries only 35 because it must juggle its carriage schedule to accommodate coverage of three Texas-based NBA teams, the Rockets, Spurs and Dallas. HSE sells ad time in games, with Group W selling some national time as well. Play-by-play is handled by Bill Worrell and color by Mike Newlin. Former player Calvin Murphy does interviews.

KTRH(AM) carries most of the Rockets' schedule—it is the flagship for a 19-station network. After the beginning of baseball season (April 1), however, the station will likely farm out either conflicting basketball games or the remainder of the schedule to other stations in the market; last year it was KKZR(AM). The Rockets retain the rights. Ad sales are going well, according to the station. The play-by-play announcer is Gene Peterson, with Jim Foley, Rockets director of communications, doing color. KXYZ(AM) broadcasts games in Spanish, with Rolando Becerra and Alex Lopez-Megrete handling announcing duties.

76ers

WPHL-TV Philadelphia holds the broadcast TV rights to the Philadelphia 76ers and is in the fifth year of a six-year contract. The station will carry four pre-season games and all of the team's 41 regular-season away games (except for one game that CBS may pick up). The broadcasts will feature play-by-play from Neil Funk and commentary from Steve Mix. Neil Hartman will be the studio host for halftime and post-game shows, as well as for 15-half hour pre-game shows. Major advertisers are Miller Brewing Co. and Midway Airlines.

Cable rights for the 76ers are held by Prism, the Philadelphia-based regional sports and movie service that is part of Cablevision Systems Corp. Prism will carry 41 home games, with Jim Barniak doing play-by-play and Jack Ramsay doing color. Prism and the team both sell advertising for the games, and they split the revenue. One major sponsor is Anheuser-Busch.

The 76ers retain radio rights. Games will be carried on an 18-station network, including stations in Pennsylvania, New Jersey, Delaware and Maryland. Returning to do radio play-by-play is Jon Gurevitch. WIP(AM), owned by the same company that owns the Philadelphia Flyers hockey team, will be the flagship station for the radio network, except for the 17 games when a 76ers game is at the same time as a Flyers match. On those occasions, it appears that WHHT(AM) Philadelphia will be the flagship. Radio color commentary for home games will be provided by Funk (the away-game commentator had not been chosen last week). Major sponsors for the radio broadcasts are Gatorade, American Airlines and Meridian Bank, according to Mike Hogan, the 76ers' director of advertising and broadcast sales.

Spurs

KSAT-TV holds all the broadcast television rights to 15 away games in the San Antonio Spurs schedule. The ABC affiliate is in the first year of a three-year contract with the NBA franchise, preempting its prime time schedule to offer maximum exposure for the financially strapped Spurs.

According to James Schiavone, KSAT's president and general manager, the station has worked out a contractual arrangement where the Spurs handle all advertising sales (which is 100% sold for this season), and pays

the station a flat rate per game aired. Red McCombs, the Spurs' owner, bought the team in 1988 for $47 million, sinking considerable investment into players' salaries and day-to-day operations. Schiavone says the station's commitment is being maintained in "large measure to keep the team in this city," since the Spurs are San Antonio's only professional sports franchise. "I think the arrangement is equitable," Schiavone emphasized. "We are not trying to seem like martyrs, but without the over-the-air exposure, the team would suffer."

The announcing team for KSAT telecasts is Paul Alexander (color commentary) and Dave Barnett (play-by-play).

The Spurs split ad time sales evenly with Home Sports Entertainment (HSE) for cable telecasts, and own the rights for the 30 games (15 home, 15 away) on the premium channel. HSE, which is in the first year of a three-year contract, also produces 10 pay-per-view telecasts for CableCom. Greg Simmons handles the color commentary and Barnett calls the action for all cablecasts.

WOAI(FM) handles the radio broadcasts, and has a four-station Spurs radio network. All 82 games are covered on the 50 kw clear channel that reaches 38 states, according to Jay Howard, the station's play-by-play and color announcer. Andy Everett is the studio host. The Spurs are responsible for all advertising sales.

KSAH(AM) does all Spanish-language radio broadcasts for 16 away games and 46 home contests. The station is in the second year of a three-year contract in which the Spurs retain all broadcast rights. Announcers Ricardo Cias and Armando Quintero call the action.

Suns

Retaining radio rights, the Phoenix Suns broadcast all pre-season and regular season games on an eight-station Arizona radio network led by flagship station KTAR(AM). Phoenix Suns director of broadcasting, Al McCoy, will handle the play-by-play, broadcasting solo for most games. Dick Van Arsdale will join him in the booth on TV-simulcast games to do color commentary. Major radio sponsors include Anheuser-Busch, Dial Corp. and Blue Cross & Blue Shield of Arizona. Although limited ad time is still available, McCoy said he expected a sellout. "We've been sold out every year I can remember," he said.

KUTP(TV) is in the second year of a five-year

television broadcast contract with the Suns. Although the station holds the rights, the team retains some availabilities (which are sold out, according to McCoy). The Phoenix metropolitan area Dodge dealers association and Smitty's grocery stores are among the major sponsors. McCoy and Van Arsdale will be the announcers for the 25 regular season away games (also simulcast on radio) carried by KUTP.

Arizona Sports Programing Network (ASPN), a service distributed by Dimension Cable (the Times Mirror-owned cable system serving Phoenix), will carry five Sun away games and 15 home games. ASPN sports coordinator George Allen will do play-by-play, and Joe Gilmartin and Dick Van Arsdale will do color on different games.

Supersonics

Over-the-air telecasts of 10 Seattle Supersonics away games can be seen on KIRO-TV. As part of a single-year contract with the Sonics, the station handles about 15% of the advertising sales and is paid a rights fee for carriage of the games, according to KIRO-TV general sales manager, John Norden. The Sonics sell

sponsorships accounting for about 85% of all ad time sold. Former NBA forward Rick Barry provides color commentary and Kevin Calabro calls play-by-play action.

Clayton Packard, general manager of Prime Sports Northwest, said his premium sports channel retains all cable rights, and sells 100% of all cable advertising time. Gary Spinnell, vice president of marketing and sales for the Sonics, said Prime Sports is in the first year of a five-year contract with the team, adding that the channel's potential reach is more than one million cable households.

Prime has scheduled 20 regular season games, 16 of those on the road and the other four yet to be determined. Delayed telecasts of KIRO-TV's broadcasts are also included on the schedule. Although Packard declined to give the amount of ad time sold, he said sponsors include Rainier Beer, Coca-Cola, Cellular One, Ford, Alaska Airlines, Jeep and Pac West.

Of the 30 games on cable and TV, simulcasts can also be heard on Sonics-owned KJR(AM), with Barry and Calabro calling the action. The 52 remaining radio-only broadcasts are called by Jim Marsh and Calabro. Spinnell says 100% of available ad time has been sold.

Timberwolves

The Minnesota Timberwolves, a first-year expansion team, have kept control of their broadcast rights, including those for pre-game and post-game shows. Only 25 of the team's games will be televised, eight of those on ABC affiliate KSTP(TV) Minneapolis and 17 on co-located independent KITN(TV). Most of the advertising time will be sold by the team to its corporate "partners"—roughly 20 companies that have category-exclusive advertising rights. Among the partners are Miller

beer, Coca-Cola, Super America, First Bank, Northwest Airlines, and Ask Mr. Foster Travel.

All 86 games, including five pre-season, will be broadcast on radio by WDGY(AM) Minneapolis, which has a three-year contract, extendable for each of three successive years at the team's option. The station will sell at least 15 minutes of the roughly 40 minutes total advertising time—including pre-game and post-game shows. WDGY general manager Mick Anselmo said the station is approaching the "sold-out point" for its portion of the time, with advertisers including a sports medicine clinic. He added that the station is using the basketball broadcast to launch a talk sports show, *Sports Line*, which premieres the day after the Timberwolves' opening game.

For both radio and TV broadcasts, the play-by-play will be handled by Kevin Harlan.

Trailblazers

The Trailblazers kick off the 1989-90 basketball season as they have in the past, retaining all rights to television, radio and cable coverage. KOIN-TV remains the broadcast television carrier of 20 road games.

For cable, the team has a package of 15 home games that will be offered on a pay-per-view basis or on a full package basis. The cable package will be offered on systems reaching about 80% of the subscribers in the state.

For radio coverage, the team has a new five-year contract with KEX(AM) Portland to air all home, away, pre-season and any post-season games. The radio network will reach 30 markets via 28 stations. For the radio network, the team owns the satellite and down-

link to distribute the games.

Advertising for all television coverage is sold out, according to Marshall Glickman, vice president, broadcasting and business development, Portland Trailblazers; the radio inventory is almost sold out.

In addition to the game, the team produces several pre- and post-game shows. Starting

90 minutes before the game is *Courtside*, which airs on KEX(AM). Following *Courtside* is a half-hour pre-game show. Following the game, the team produces a 10- to 15-minute interview show, followed by the *5th Quarter*, a 50-minute post-game show. In addition, every Monday night from 6 p.m. to 8 p.m. all year long, the team produces *Courtside Monday Night*, which was originally produced solely for radio but now also is carried on cable. Advertising for Trailblazers' programing, outside of the game itself, is nearly sold out.

Major television sponsors for Trailblazers basketball include Miller Beer, Toyota, Coca-Cola, Pay Less drugstores and Alaska Airlines. Major radio sponsors include the Oregon Lottery, Jeep Eagle, Texaco, Anheuser-Busch and Farmers Insurance.

Game announcers are returning from last year. Pat Lafferty and Steve Jones will call the action on television, with Bill Schonley and Geoff Petrie doing the play-by-play and color commentary for radio.

Warriors

Group W's KPIX(TV) San Francisco, the CBS affiliate in the market, is entering the final season of a two-year contract with the Warriors. KPIX will broadcast 18 regular season games, two home and 16 away. Approximately 65% of ad time has been sold, compared to 40% last year. Import auto sponsorships have been retained.

KCIU-TV San Jose, Calif., will carry 23 games (21 away) and may add several games, as it did last year, if the division race is hot near the end of the season, said Susan Hoffman, assistant, operations. The team retains 10 30-second spots per game, leaving the station about three-fourths of the ad inventory to sell itself, said Hoffman. Hertz car rental and many regional and local advertisers have signed on, she said. Like KPIX, the station will be in its second year of a two-year contract and has entered negotiations to extend the deal. KCIU executives, said Hoffman, foresee no difficulty achieving that end. "I think they are interested in getting as many games on the air as possible, and they appear to be happy with the station," which cut back its schedule last year from 30 to 23 games. "You can get to a point where advertisers are tapped out," she said.

Launched on Sept. 2, the Pacific Sports Network (PSN), begins the first of four Warriors seasons with a 20-game schedule (to

increase to 30, 35 and 35 the following years of the contract). PSN also retains rights to the Warriors' first home playoff game in the early rounds. With the team having gone in-house full-time with production this year, both broadcast stations and the Pacific Sports Network will field the same announcer team, with Greg Pappa and Jim Barnett calling all the shots.

On the radio side, the Warriors bought time on KNBR(AM) San Francisco with a contract that will last for three years. KNBR will broadcast 82 games, 41 home and 41 away, with radio announcer Steve Physioc. Ad time is 15% better than last year, with 100% being sold. The major radio sponsors are Budweiser, Chevron, Coca-Cola, Farmers Insurance, Acura dealers, Pacific Gas & Electric, Frito Lay, Foot Locker and the California Lottery.

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8

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Summer Arbitrons: mixed results

AC stations take over top slots in New York and L.A., with strong showings in other markets as well; urban contemporary stations also move up

Just-released summer 1989 Arbitron ratings reveal that adult contemporary formats have staged successful bids for leadership positions in the top two markets (BROADCASTING, Oct. 9). The format also climbed consistently in all top-10 markets.

In Chicago, WKQX(FM) rose from a spring book rating of 4.0 and 10th place, to a 4.4 share and fifth place. In San Francisco, KNBR(AM) increased its share from 3.5 in the spring to 5.0, rising from eighth place to third, ahead of CHR-formatted KMEL(FM). In Detroit, WNIC-FM increased shares from 3.8 to 4.1, but was joined by WOMC(FM) and WLTI(FM) [also adult contemporary outlets] for a three-way tie for seventh. In Boston and Dallas-Fort Worth the format lost share points, but in Houston-Galveston, KLTR(FM) rose from a 4.2 spring share to a 5.5 share, and from ninth to fifth place in the market.

Also making some gains in the summer books were urban contemporary-formatted stations. In New York, WBLS(FM) appeared at the number nine spot with a 3.7 share. There were no urban contemporary outlets in the top 10 in Los Angeles, but in Chicago, WGCI-FM rose from a 6.2 to 6.7, climbing from third to second place. Also moving up in the Windy City was WVAZ(FM) from 4.7 to 4.9, rising from fifth place to fourth. In San Francisco, urban contemporary made its appearance on the countdown at number nine, with KSOL(FM) posting a 3.0 share. In Philadelphia, WUSL(FM) dropped 1.2 share points to a 5.7. In Detroit, urban outlet WJLB(FM) retained second place, but dropped 1.0 from the spring book's 7.4 to a 6.4 share. In Dallas-Fort Worth, KKDA-FM's drop to a 5.6 share was balanced by KJMZ(FM)'s gain of 1.1 share points from spring's 4.3 share to 5.4. Rounding out the top 10, urban lost share points in Washington, as WKYS(FM) dropped from a 5.0 share to 4.6, but retained the number one spot in Houston-Galveston where KMJQ(FM) leads the market with an 8.6 share.

All results are based on the Arbitron Summer 1989 radio local market report for June 22-Sept. 13 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. An asterisk denotes a tie.

New York

Station	Format	Summer 88	Summer 89
*WHTZ(FM)	CHR	6.2	5.7
*WLTW(FM)	Soft contemp.	3.8	5.7
WPAT-AM-FM	Easy listening	5.7	5.5
WINS(AM)	News	4.3	4.5
WOR(AM)	Talk	4.3	4.3
*WCBS-FM	Oldies	4.1	4.2
*WNEW-FM	AOR	4.4	4.2
*WQHT(FM)	CHR	4.5	3.9
*WRKS(FM)	CHR	4.2	3.9
WBLS(FM)	Urban contemp.	4.0	3.7
WXRK(FM)	Rock/AOR	3.7	3.6
WPLJ(FM)	Top 40	4.7	3.5
WCBS(AM)	News	3.5	3.4

Los Angeles

Station	Format	Summer 88	Summer 89
KOST(FM)	Soft contemp.	5.0	6.8
KIIS-AM-FM	CHR	6.9	6.4
KPWR(FM)	CHR	7.4	6.1
**KQLZ(FM)	Rock hit radio	2.6	5.5
KJOI(FM)	Easy listening	4.1	4.6
KABC(AM)	Talk	5.7	4.3
KLOS(FM)	AOR	4.3	4.1
KBIG(FM)	Soft contemp.	4.2	3.6
KLVE(FM)	Spanish	2.7	3.2
KFWB(AM)	News	3.3	3.1

**formerly KIQQ

Chicago

Station	Format	Summer 88	Summer 89
WGN(AM)	MOR/Talk	10.0	9.3
WGCI-FM	Urban contemp.	7.7	6.7
WBBM(AM)	News	5.4	5.5
WVAZ(FM)	Urban contemp.	3.9	4.9
*WKQX(FM)	Adult contemp.	3.1	4.4
*WLUP-FM	Adult rock	4.5	4.4
WXEZ-AM-FM	Easy listening	5.3	4.1
WCKG(FM)	Classic rock	3.8	3.8
*WYTZ(FM)	CHR	4.0	3.7
*WUSN(FM)	Country	2.4	3.7
WBBM-FM	CHR	3.2	3.6
*WJMK(FM)	Oldies	3.7	3.5
*WLUP(AM)	Talk	2.9	3.5

San Francisco

Station	Format	Summer 88	Summer 89
KGO(AM)	News/talk	7.1	7.6
KCBS(AM)	News/talk	4.7	5.3
KNBR(AM)	Adult contemp.	4.3	5.0
KMEL(FM)	CHR	5.8	4.8
KOIT-AM-FM	Soft contemp.	3.4	4.1
KABL-AM-FM	Easy listening	5.6	3.7
KIOI(FM)	Adult contemp.	4.0	3.6
KFRC(AM)	Classic MOR	3.4	3.1
KSOL(FM)	Urban contemp.	3.3	3.0
*KRQR(FM)	AOR	2.6	2.9
*KSFO(AM)	Rock classics	3.1	2.9

Philadelphia

Station	Format	Summer 88	Summer 89
WMMR(FM)	AOR	8.0	8.1
KYW(AM)	News	6.8	7.0
WPEN(AM)	Nostalgia	6.6	6.8
WEAZ-FM	Easy listening	5.9	6.3
WUSL(FM)	Urban contemp.	7.1	5.7
WYSP(FM)	Classic rock	5.8	5.5
WIOQ(FM)	CHR	2.3	4.8
WXTU(FM)	contemp. country	4.5	4.6
WOGL(FM)	Oldies	2.3	4.5
*WEGX(FM)	CHR	6.7	4.3
*WKSZ(FM)	Soft contemp.	4.5	4.3

Detroit

Station	Format	Summer 88	Summer 89
WJR(AM)	MOR/News/talk	12.4	9.2
WJLB(FM)	Urban contemp.	7.8	6.4
WJOI(FM)	Easy listening	5.1	5.0
WDFX(FM)	CHR	3.1	4.4
WHYT(FM)	CHR	5.3	4.3
**WKQI(FM)	CHR	4.0	4.2
*WLTI(FM)	Adult contemp.	2.5	4.1
*WOMC(FM)	Adult contemp.	3.2	4.1
*WNIC-FM	Adult contemp.	4.8	4.1
WWJ(AM)	News	4.9	3.9
WJZZ(FM)	Jazz	1.7	3.8
WCSX(FM)	Classic rock	3.0	3.6

**formerly WCZY-FM

Boston

Station	Format	Summer 88	Summer 89
WXKS-FM	CHR	7.1	8.0
WRKO(AM)	Talk	7.1	6.6
WZOU(FM)	CHR	6.1	5.6
WBCN(FM)	AOR	6.0	5.5
WBZ(AM)	Adult contemp.	6.4	5.4

Right at Home

WITH MIKE MCCLINTOCK

Right at Home is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!

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Station	Format	Summer 88	89
WJIB(FM)	Easy listening	6.0	5.2
WODS(FM)	Oldies	4.0	4.8
WSSH-FM	Easy listening	4.0	4.6
WMJX(FM)	Cont. soft hits	3.8	4.5
WHDH(AM)	Adult contemp.	3.9	4.4

Dallas-Fort Worth

KVIL-AM-FM	Adult contemp.	6.9	7.9
WBAP(AM)	Country	6.4	7.3
KSCS(FM)	Country	6.2	6.6
KKDA-FM	Urban contemp.	6.9	5.6
KPLX(FM)	Country	6.7	5.5
**KJMZ(FM)	Urban contemp.	5.6	5.4
KRLD(AM)	News, sports	5.3	5.3
KMEZ-AM-FM	Easy listening	2.5	4.4
KHYI(FM)	CHR	6.3	4.2
KEGL(FM)	CHR	4.9	4.0

**formerly KMEZ-FM

Washington

WGAY(FM)	Easy listening	6.0	7.1
WMZQ-AM-FM	Country	7.6	6.4
WPGC-FM	CHR	5.0	5.8
WMAL(AM)	Variety	4.7	5.5
WAVA(FM)	CHR	5.2	5.3
WCXR(FM)	Classic rock	4.6	5.2
WRQX(FM)	CHR	4.4	4.7
WKYS(FM)	Urban contemp.	5.5	4.6
WTOP(AM)	News	4.1	4.5
WHUR-FM	Urban contemp.	5.2	4.1

Houston-Galveston

KMJQ(FM)	Urban contemp.	9.3	8.6
KILT-FM	Country	6.2	7.5
KIKK-FM	Country	7.0	6.9
KKBQ-AM-FM	CHR	6.9	6.7
KTRH(AM)	News	6.5	5.9
KLTR(FM)	Adult contemp.	3.8	5.5
*KLOL(FM)	AOR	5.8	5.0
*KODA(FM)	Easy listening	4.9	5.0
KRBE-FM	CHR	6.0	4.6
KQUE(FM)	MOR	3.8	3.7

In the market

Bill Stakelin, former president and chief executive officer of the Radio Advertising Bureau, and president and chief executive officer of Apollo Radio Ltd., said the company has formed an "investment relationship" to make investments in communications companies throughout the U.S. The arrangement will provide acquisition capital to purchase media properties, intially concentrating on radio. Stakelin said that some negotiations are currently under way.

Partners in the investment group, which according to Terence Elkes, managing director, Apollo Partners Ltd., will provide financing sufficient to purchase several hundred million dollars' worth of property, are: Apollo Radio Ltd., an affiliate of Apollo Partners Ltd.; MH Equity Corp.; an affiliate of Manufacturers Hanover Corp., and Equitable Capital Management Corp., an affiliate of The Equitable Life Assurance Society of the United States.

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Thomas C. Birch, founder and chairman of Birch/Scarborough Research, announced he will leave the company Jan. 3, 1990, to head the newly formed Opus Media Group with Raymond Quinn.

Riding Gain

Network news

The NBC Radio Network has launched Custom Affiliate News (CAN), designed to provide select affiliates with individualized coverage of major news stories. NBC Radio Network State Department, National Security and Space correspondent, Bill Groody, has been named national correspondent for CAN. Ed Belkin, managing editor, NBC Radio Network News, has been named producer.

Custom Affiliate News will transmit specially packaged stories tailored to individual stations' needs. It will include actuality feeds from local officials and personalities, drop-ins for local talk shows, live question-and-answer sessions with local anchors, and additional coverage as requested by station news directors.

In other network news, Indianapolis-based Agri-Business network signed an agreement with the Orlando, Fla.-based Florida Radio Network. Under the terms of the agreement, Agri-Business will provide Florida stations with daily reports on agriculture from its bureaus in Indianapolis, Washington and Chicago, as well as its Florida bureaus in Tallahassee, Ocala, Orlando, Fort Myers and Miami.

On the West Coast, Seattle-based Olympia Broadcasting and Jim Long Companies Inc. (FirstCom) have agreed not to proceed with the sale of Jim Long Companies to Olympia. An agreement was entered into in April by both companies, in which Olympia would acquire FirstCom for $7 million.

Reassignment

Susan Stamberg, anchor of National Public Radio's *Weekend Edition* on Sundays, will leave the show to become a special correspondent for the noncommercial network, effective Nov. 1. According to an NPR spokeswoman, the change was made at Stamberg's request, who was said to have wanted a change. Stamberg's first assignment will be a series of reports about the Jews who fled Hitler's Germany for Shanghai. The "Shanghai and the Jews" documentaries will coincide with the 50th anniversary of the Jewish migration, NPR said.

Stamberg's reports as a special correspondent will air on all of NPR's news magazines, including *All Things Considered* (which Stamberg co-hosted for 14 years) and *Morning Edition*, an NPR spokeswoman said: "Reporting is a joy and a challenge that I'm eager to tackle," Stamberg said.

Stamberg, who has hosted *Weekend Edition* on Sundays since the show's debut in January 1987, will be replaced by Liane Hansen, current host of NPR's *Performance Today*, Nov. 5.

NPR to build new studios

National Public Radio said last week that it had made a good start toward raising $1.2 million to build a new state-of-the-art recording and production studio, landing a $500,000 challenge grant from The Kresge Foundation. Based in Troy, Kresge awards grants toward construction of facilities operated by institutions that serve areas of higher education, health and long-term care, arts and humanities, social service, science and the environment and public affairs, said NPR. The grant is conditional on NPR raising the remaining $700,000 by Jan. 1, 1991.

Designed to house multitrack digital recording, digital editing and mastering and production equipment at NPR's Washington headquarters, the studio "will take us into the 21st century, enabling NPR to provide technological leadership to public radio," said NPR President Douglas Bennet. Construction will begin in early 1991.

Business before pleasure

It is obvious enough that Orlando, Fla., home to Disney World and other fun-in-the-sun attractions, draws family vacationers, but the Orlando-Orange County Convention and Visitors Bureau wants to see more business travellers there. And one way to get the word out, the bureau has decided, is through American Public Radio's 10-and-a-half-month-old daily business radio magazine, *Marketplace*.

The OQCCVB has committed itself to sponsoring Wednesday and Thursday editions of the program through Dec. 28. "All the management staff at the bureau are regular listeners to *Marketplace*," said bureau chief executive officer, William Peeper. "Our search began and ended" with the program as "a means to reach the national business community," he said. The sponsorship "affirms our belief that *Marketplace* is reaching a wide-ranging audience that includes opinion leaders and business managers," said APR President Stephen Salyer.

Region by region

Across the country, the Southern California Broadcasters Association (SCBA) has begun an eight-week campaign to sell radio. Approximately 100 radio stations will participate by airing 60-second client testimonials that were written and produced by the SCBA.